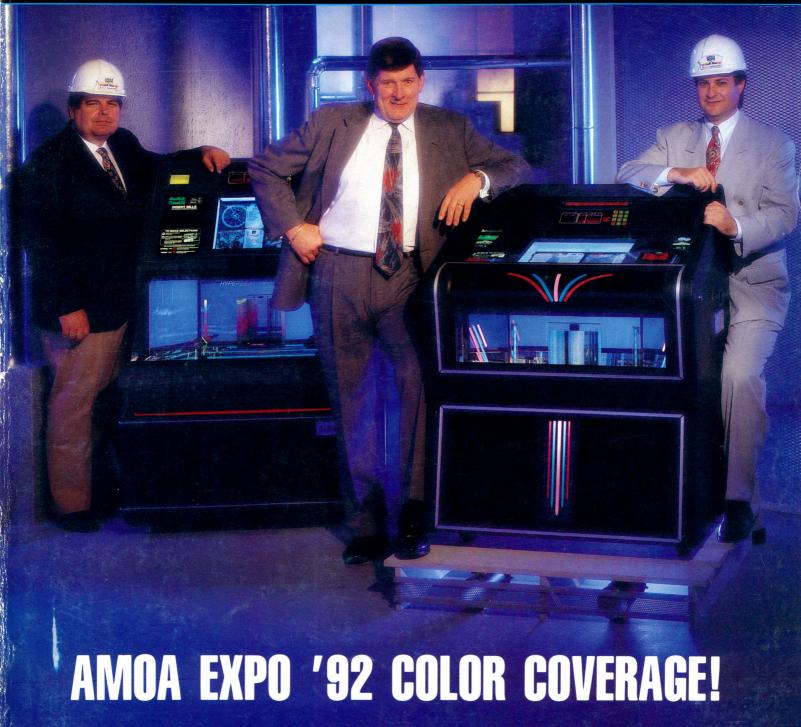
november 1992

window on the world of coin-op entertainment



NSM-America: Looking Toward Tomorrow's Music

Gottlieb Presents CUE BALL WIZARD!



Featuring

Tournament Mode

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WMS BUYS ALADDIN'S — In late October, WMS Industries (owner of Williams/Bally-Midway) announced a pending \$25 million-plus deal to "purchase substantially all the assets of Bally's Aladdin's Castle Inc., an operator of approximately 275 amusement game arcades and family entertainment centers" across the country. WMS will also assume certain liabilities. Arcade experts said WMS is picking up the chain at fair market value, yet it's pennies on the dollar compared to the last time the chain was sold in 1989. Top arcade experts told *RePlay* that quite a few of the sites "could use refurbishing and new equipment," and that owners had been seeking a buyer for months. Three other "suitors" were said to have been at least somewhat interested.

Originally owned by Bally Corp., the Aladdin's chain at its peak (around 1983) boasted 450 arcades. By 1989, it was down to 315 arcades when an investor group purchased it for some \$80 million. Major partners in that group included Security Pacific Bank and the Wesray Capital Corp., headed by former U.S. Treasury Secretary Dick Simon. Aladdin's location numbers have continued dropping over the years as arcades were closed or leases expired. Wesray had earlier sold its Bally's Six Flags amusement park chain to Time-Warner.

COPYBOARD RAIDS took place in Taiwan during May and July of this year, after Capcom USA complained about firms dealing in allegedly counterfeit boards. In September, attorneys for Capcom said seven firms faced investigation by local prosecutors and that "if indicted, they will face criminal trial." Taiwanese firms under investigation were: Fun Tech Co. Ltd.; Soong Hwa; Amusement Machine Technology Co. (A.M.T.); Cherry Amusement Trading Co.; Max Focus; Spacy Electronic Co.; and Yang Cheng Electronic Co. Of the seven, only Max Focus replied to RePlay's faxed questions. Their GM Tony Lhu flatly denied allegations of criminal wrongdoing. He said the firm deals only in original PCBs from Japan and always will. "The law court has investigated. No indictment has been issued...[If any indictment comes down], our company will plead innocent," Lhu asserted on Oct. 24.

JUKEBOX LICENSES — The Jukebox Licensing Office is wrapping up its count of licensed jukeboxes

for the 1992 year. Depending on how many boxes were licensed, fees to cover music royalties could go down again in 1993, said JLO's **Melonie Krisza**. How's the fight going to clamp down on unlicensed jukeboxes? JLO got 670 leads (or complaints) about unlicensed boxes in 1992. "We do need complete and accurate mailing addresses!" Melonie stressed. You can report unlicensed boxes to JLO at 800/955-5853. If cited addresses do not appear on the rolls of licensed locations, JLO mails licensing materials to reported offenders, and forwards complaints to ASCAP, SESAC and BMI.

From there, each of the rights societies has its own way of handling the issue. ASCAP's **Bill Lee** said field investigators from 26 ASCAP district offices look into complaints on a non-commission basis. ASCAP usually has about 1,000 non-compliance cases in litigation at any given time, he said; this includes both background music and jukeboxes. One non-complying Kansas City operator was jailed for not giving a judge his location list, Lee said. He added that no additional licenses are being contemplated for jukebox ''teaser play'' or attract mode play every 30 minutes or so; only non-stop free play has been targeted as ''another form of background music'' in one Texas chain.

HI-TECH — The "First Cities" project will wire up to eight cities for interactive TV/multimedia computer service starting in 1994. Interactive games are part of the plan. Partners in First Cities include Apple Computer, Kodak, Bellcore, Kaleida Labs, North American Philips and Corning...The FCC may soon approve a commercial scheme for CD-quality digital radio broadcasting to credit card-sized satellite receivers. Service would start in 1996, including "pay per listen" formats...Much more info on hi-tech developments (and coin-op responses) inside.

AND FINALLY — The one and only **Brian Duke** has exited Capcom USA. No firm plans set, though he intends to stay in the industry... AAMA programs coordinator **Liz Powell** is exiting the trade for a post at another association... Contrary to recent notice in *RePlay*, both Belam and Mondial International are authorized distributors for Data East Pinball in Central and South America, plus the Caribbean. Data East uses local customers to handle its video line.

NOVEMBER 1992

the Players' Choice

TOP GAMES NOW IN OPERATION, BASED ON EARNINGS-OPINION POLL OF OPERATORS

best upright videos

	MODEL/MANUFACTURER	RATING	DIST.
1	MORTAL KOMBAT (Williams) (3)	9.67	71%
2	ST. FIGHTER II: C.E.+ (Capcom) (7	9.36	100%
3	LETHAL ENFORCERS (Konami) (1)	9.26	28%
4	TERMINATOR 2 (Midway) (12)	8.14	67%
5	SUNSET RIDERS+ (Konami) (13)	7.43	52%
6	TURBO OUT RUN+★ (Sega) (30)	7.35	44%
7	STEEL GUNNER+ (Namco) (15)	7.20	18%
8	DOUBLE AXLE★ (Taito) (13)	7.11	40%
9	S.C.I. (Taito) (26)	7.06	30%
10	SUPER HIGH IMPACT (Midway) (11)	6.93	51%
+ ★	indicates game was produced in both dedica indicates game was also produced in deluxe		re forms

best deluxe videos

(sitdowns, cockpits, arcade attractions)

,				
	1	VIRTUA RACING (Sega) (1)	9.60	5%
	2	SUZUKA 8 HOURS (Namco) (1)	9.11	8%
	3	STADIUM CROSS (Sega) (1)	8.40	9%
	4	FINAL LAP 2 (Namco) (18)	8.35	15%
	5	RACE DRIVIN' ★ (Atari) (25)	8.26	41%
	6	STEEL TALONS (Atari) (14)	8.23	29%
	7	X-MEN+★ (Konami) (7)	8.11	66%
	8	GRAND PRIX STAR (Jaleco) (2)	8.11	8%
	9	HARD DRIVIN'★ (Atari) (44)	8.05	34%
	10	MAD DOG+★ (Betson/ALG) (15)	7.92	12%
		★ indicates game was produced in upright for	orm	

best new videos

◆ 1 IREM SKINS [H] (Irem) 8.00

best video software

	MODEL/MANUFACTURER	RATING	DIST.
1	WORLD HEROES [S] (SNK) (3)	8.91	67%
2	ART OF FIGHTING [S] (SNK) (1)	8.82	59%
3	STREET FIGHTER II [H] (Capcom)(20)	8.39	88%
4	AERO FIGHTERS [V] (McO'River) (5)	7.52	41%
5	UNDERCOVER COPS [H] (Irem) (2)	7.29	6%
6	WRESTLEFEST [H] (Technos) (14)	7.16	71%
7	STEEL GUNNER 2 [R] (Namco) (6)	7.05	19%
8	RAIDEN [V] (Fäbtek) (27)	7.02	40%
9	KING OF MONSTERS 2 [S] (SNK) (5)	6.97	34%
10	ATOMIC PUNK 2 [H] (Irem) (2)	6.88	7%
11	VARTH [V] (Romstar) (3)	6.78	8%
12	TOTAL CARNAGE [H] (Midway) (7)	6.65	28%
13	FATAL FURY [S] (SNK) (10)	6.60	69%
14	CLUTCH HITTER [H] (Sega) (17)	6.60	36%
15	TURTLES II [H] (Konami) (7)	6.51	44%
16	RIM ROCKIN' B-BALL [H] (Strata) (10	0) 6.51	37%
17	VENDETTA [H] (Konami) (10)	6.50	23%
18	OFF ROAD TRAK PAK [R] (Leland) (25	6.49	49%
19	G.I. JOE [H] (Konami) (5)	6.42	17%
20	BASEBALL STARS 2 [S] (SNK) (7)	6.38	46%
[H]	horizontal [V] vertical [S] syste	em [R] retrofit

top pinballs

1	ADDAMS FAMILY (Midway) (8)	9.25	82%
2	FISH TALES (Williams) (1)	8.94	35%
3	LETHAL WEAPON 3 (Data East) (4)	8.66	52%
4	CUE BALL WIZARD (Gott./Prem.) (1)	8.60	5%
5	TERMINATOR 2 (Williams) (16)	8.31	83%
6	GETAWAY (Williams) (7)	8.04	66%
7	BLACK ROSE (Midway) (2)	7.96	24%
8	FUN HOUSE (Williams) (23)	7.72	80%
9	HOOK (Data East) (8)	7.63	48%
10	SUPER MARIO BROS. (Gott./Prem.) (6	6)7.54	28%

available brand new at certain distributors; number following brand shows months on chart including this one.

RATING: Operators were mailed "ballot sheets" listing games in active operation in U.S. locations and game centers and asked to "rate" the earning performance of each on the "1 to 10" measure: 10 for "power-house earnings," 9 for "excellent," 8 for "very good game," 7 for "good game," 6 for "decent game," 5 for "just average," 4 for "below average," etc. The written votes were tallied up and divided by the actual number of times the specific game was rated. Hence, the decimal points.

DIST.: The percentage of the surveyed arcade and street location operators who have the item on location. No upright videos rated by less than 10% of these operators appear on the Upright Videos chart, but promising new items appear under Best New Videos.

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Our cover photo depicts (from left) NSM-America's national sales topper George Haydocy, president Rus Strahan and sales & marketing VP John Margold. They're shown with the firm's new CD jukebox, the 'Performer Classic' which is a smaller, economy version of their 'Performer Grand.' The 'Classic' offers "ESV" technology — a capability for programming your jukebox to turn certain features on and off automatically, any time of day, any day of the year. The bottom line, says NSM, is more earnings for operators. Inside, NSM talks about its growing sales and future-technology orientation. The company says CD technology is sure to change sometime, and when it does, they're ready to change with it.

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EDITORIAL!

MOA had a real winner in its 1992 Expo. Great attendance, great product, great location. Hey, AMOA even got country music superstar Garth Brooks on stage, live in person! Giving the Merit Award to Rowe's Jerry Gordon was an inspired choice. Did this superb Expo have any drawbacks? Well, some critics had tough reviews for the location, the product, and (behind the scenes) the politics. Let's look at each in turn.

ocation: if you were an operator who attended Expo on a relaxed, take-your-time schedule, you probably enjoyed the sprawling network of buildings at Nashville's Opryland Convention Center complex. But the site wasn't a pure pleasure for some busy tradesters (distributors, factory reps, etc.) who had to rush from one appointment to another. Sometimes they had trouble finding the right suite (or even the right building). "Why don't they hold this thing in a Chicago hi-rise, where it belongs?" grumped one dealer. AMOA's new president Craig Johnson provided the unassailable answer: "We've outgrown that. We've moved from a hotel-based show to a convention center-based show."

Product: top-quality goods were shown. Even certain high prices caused barely a murmur, because folks think they'll earn it back and more. But like the JAMMA show in August, AMOA's Expo seemed light on street-oriented video to some. "I feel sorry for street operators," said one arcade owner. "This show seems strongly targeted to arcades." Well, the trend toward larger machines is clear, but we noticed some good kits and standard uprights, too. "Enough" is a relative term, but in today's softer market, AMOA had "enough" street videos.

Politics: top tradesters discussed new kinds of competition and interaction (hi-tech; Japanese route involvement; a possible new magazine). All agreed on the value of protecting the existing three-tier market chain. The problem? Some of the discussion seemed marred by evasiveness and lack of frank communication. This industry is too small to keep secrets very long. Since information is going to come out anyway, doesn't it build more trust to release it freely, and early? Let's hope the trade goes beyond occasional, uncomfortable admissions... to determined, habitual openness. There's little to lose and much to gain.

- Marcus Webb



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a dose of reality.









INSIDE

NOVEMBER 1992

SPECIAL ARTICLES

AMOA EXPO '92

Excellent attendance, good product and country music highlighted the Nashville show. We start with with a show overview, then continue with an extended rundown of new products, industry politics, AMOA awards, convention parties, etc. Tons of color pictures, too. Section beginspg. 28

OPEN HOUSE CIRCUIT

Good crowds were reported and orders were written at distributor open house parties after the AMOA show. Coverage starts with an Alaska operator meeting and dealer expo, then looks at more open houses from the Pacific to the Atlantic pg. 119

LOUISIANA POKER

We checked back with AMA Distributors' prexy Bob Nims, an architect of the legal video poker market in the Bayou State. Bob says installation of street-based machines is picking up a bit and money is starting to come in for street operators pg. 131

HI-TECH: THREAT & RESPONSE

We have four related features on hitech this month. Frank Seninsky's column previews coming industry standards for modems, data downloads and uplinks. Next, our story "Return of the Coin Snatchers" surveys many recent developments in interactive entertainment. A third story reports on hi-tech's impact and progress in the coin-op world. Finally, an interview with Florida operator Mike Dodson tells how Lawson Music uses computers & modems on its route. Section begins.....pg. 152

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PUBLISHER



may not win many popularity contests with what I'm about to say, but I'll feel better saying it. First, RePlay will not accept ads on unauthorized speed-up kits for Street Fighter II Champ. I looked at both sides of this thing and have got to side with the copyright holder, who has exclusive rights to grant or deny permission to anyone who wants to

alter the original game performance. I've heard the operator's argument that "it's my game and I can do anything I want to it." In actual fact, you can't. A video game is a work of art under copyright law. Changing gameplay without approval is like a theater owner hacking the ending off a film and splicing on one more to his liking. Besides, Midway's legal precedent in the Arctic/Galaxian speed-up case clearly sides with the copyright owner.

Secondly, I want to come out of the closet on exactly what I think about the AAMA right now, particularly about its idea to publish a competitive trade magazine, a "version" of which would go directly to locations. Why did some of their members so passionately want to go into competition with RePlay, PlayMeter and Vending Times? Their oft-stated reason was to stimulate the prosperity of the industry, or a variety of dilutes of that thought. Behind the scenes was some resentment against ads in the back of our book (they ought to see the ones we throw away) and the charts in the front. A more likely reason was to make money.

If the industry didn't have good enough trade magazines, I'd say go for it. But we have three that do their job. Okay, we don't solicit subscriptions from store owners, but I for one don't mind losing that business. Neither does AMOA mind us losing that business. Our industry's market system ain't broke, so why "fix it"? Yeah, why? Well, the AAMA board narrowly defeated the magazine motion during their Expo board meeting (but a "sample" of some sort is still being toyed with anyway).

have been one of AAMA's most visible boosters since the day Joe Robbins founded it. I also know a lot of what goes on behind the scenes, and ask them to direct their talents to some worthier causes than magazines — like figuring out where distributors fit into their future; like alerting us a bit more about the "fiberoptic" drama; and like policing one of its own members who's futzing with the market chain. I'm still a booster, but my pom-poms are on the seat for a while.



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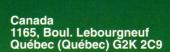
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NEWS DIGEST

AMOA EXPO '92 ENJOYS GREAT ATTENDANCE, FINE PRODUCT

AMOA Expo '92 drew excellent attendance that jammed the aisles of the exhibit hall (early estimates: around 8,000 people). The sold-out hall featured some 202 companies in around 758 booths... not quite as high as 1991, but still quite good. Location and product generally got very positive reviews. Held Oct. 1-3 at the Opryland Hotel & Convention Center (Nashville, Tenn.), Expo debuted highquality videos, pins and redemption, along with some new jukes and interesting music developments. AMOA members voted



Konami's dedicated twoplayer video gun game *Lethal Enforcers* as "best new product" shown at Expo. Operators noted the global trend toward large videos has arrived here, as well. Rowe's Jerry Gordon was honored with the AMOA Merit Award during the annual awards banquet. Backstage politics buzzed over the issue of Japanese manufacturers owning street routes in the USA; a possible AAMA magazine; and industry response to hi-tech. AMOA swore in new officers and directors at Expo: Utah operator Craig Johnson will serve as AMOA president for 1992-3. We cover all this, and much more, in our special AMOA Expo Report starting on page 28.

HEATING UP: JAPANESE INVOLVEMENT IN U.S. STREET ROUTES

The subject of Japanese manufacturer involvement in U.S. street operations is moving closer to open debate and discussion in the coin machine industry. At AMOA Expo '92, then-president of AMOA Gene Urso warned AAMA leaders "more in sorrow than in anger" that if the subject is not addressed, openly and honestly, "it could turn into a much bigger conflict than we ever had over parallels." Urso readily concedes that the mere ownership of street routes by Japanese interests, or various types of Japanese partnership with street operators, are perfectly legal and ethical. However, other questions remain. Repeated, offthe-record denials have not abated trade suspicion that plentiful, early supplies of hot games are going to affiliated street routes while regular operators and even top authorized dealers cannot get sufficient product. If so, some American operators and distributors, as well as leading Japanese factory people not involved in U.S. routes, are pointedly wondering if anti-trust or restraint of trade issues could be involved.

U.S. operators and U.S. staff at Japanese subsidiaries who are involved in joint-venture U.S. route

operations, have both told RePlay they would like to discuss the matter for print, but are not free to do so. This very silence, however, fuels the trade's growing concern. Latest development: West Coast operators and distributors are worried about a well-known Japanese manufacturer/kit agent who has reportedly begun searching to buy U.S. routes out West. Or, this factory/agent would like to begin joint-venture operations, where equipment is supplied at no cost to the operator. Either way, the plan — as described by reliable sources - would eventually lead to a deliberate bypass of distributors. Taken in concert with JAMMA's recent criticism of "excessive" distributor influence in AAMA, this development has raised new levels of trade concern over the whole issue of fair competition and preserving the existing market chain. Gene Urso is not the only tradester who is tired of waiting for the issue to be addressed quietly. Other very important members of the industry have signalled they may be near to "taking the issue public" in the coming weeks and months. Watch for further developments.

MORTAL KOMBAT KITS DUE



There have been rumors about Mortal Kombat conversion kits coming this week or that week. The official word from Williams' Joe Dillon is that they're going to hit the market in January. Shown at right during an AMOA Expo

dealer party, Dillon frankly admitted that business on dedicated versions of the hit have been going too good to turn them over to kits any sooner. So, hold-out operators take note: there's still a long time between now and "K Day."

CAPCOM'S S.F. II TURBO KIT MAY ARRIVE EARLY DEC.

Capcom USA's general counsel Ian Rose has issued "cease and desist" fax letters to companies selling "speed-up kits" for its Street Fighter II Champion Edition video game. Meantime, the company itself has been working hard to bring its own Turbo Enhancement kit to market for the same game, no later than early December. Rose told RePlay that Capcom intended to produce such an enhancement before they even learned outsiders had accomplished the feat independently and without Capcom's OK. The authorized Capcom kit will be sold through Capcom distributors, Rose said (not through Romstar, as was considered). When asked if he intended filing civil suit against anyone who refused to comply with the "cease and desist" demand, Rose said he has specific instructions from his superiors to do exactly that. "We have put the distributors of unauthorized and infringing kits on notice. Some have told us they would stop. Others have ignored us," he advised.

Rose revealed he has his "marching orders" to use the courts if competitive speed-up kitters don't back off and said the only reason he hadn't done so by this writing was "because we didn't want to appear heavy-handed to the industry." This was probably in response to some of the illwill Midway earned, years back, when it fought speedup cases on Galaxian, etc. The Capcom attorney said he knows of "three of four" companies that have marketed SF/CE enhancement kits "and there are probably as many more we haven't heard of, yet." Rose also said Capcom sympathizes with operators who've been making money with these kits, but asks them to understand the position of the copyright owners and authors of this game. "We simply don't want the integrity of the program ruined and we certainly haven't given anyone the right to insert chips into our invention and change play. Our own Turbo kit will do a very good, long-term job of enhancing action and collections. And it's legal!"

ROWE WINS 'MOST PLAYED' JUKEBOX AWARD AGAIN; CITES ADVANCED TECHNOLOGY



The Rowe/AMi LaserStar CD jukebox has won the AMOA "most played jukebox" award for the third year in a row. The honor was presented at the AMOA awards banquet during Expo '92 in Nashville. It will hang in Rowe's Grand Rapids factory next to many other industry awards. "Since the inception of the LaserStar jukebox, there have been five votes for 'the best' and 'most played' and Rowe has won them all," the firm noted proudly. Rowe Senior VP Joel Friedman voiced Rowe's deep thanks for the honor, but

said the company "does not take its leadership role for granted. R&D is non-stop and many of the advanced features designed into the LaserStar will become even more important to the operator in the years to come. It is our commitment to the music operator to do the best we can. Rowe, music operators and Rowe distributors are a team, working together now and for the long run." Seen here with the much-honored phonograph are (at right) Joel and his wife Marilyn: that's Ohio operator **Jim Hayes** at left. Congratulations!

KRAMER 8-LINE REDEMPTION GAME: LEGAL STATUS PENDING

Earlier issues of RePlay included stories that the Fruits & Bells 8-line redemption game from Kramer Mfg. Co. is "approved" for Iowa. Some readers have requested clarification. On investigation, we found the game may (or may not) be OK'd in the future, but right now its legal status is going back and forth. The Iowa Dept. of Inspections & Appeals issued a declaratory ruling on

Sept. 17 that the game was "a gambling device...not an amusement device." However, the ruling itself said key elements of the game were "not in conflict" with the relevant law. Kramer immediately filed for an appeal, which is pending. Meantime, they got a sort of "hold" put on the declaratory ruling. In a future issue, we'll let you know the final outcome of this legal tennis match.

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GRAY HAIR, GOLDEN MEMORIES: HALF CENTURY CLUB MEETS

Members of the Half Century Club gathered for their semi-annual buffet lunch during Expo. Once again, a bit of confusion reigned about the time and place of the event (it's become a tradition for some industry deans to wander around the hotel a bit, before finding home base). Once assembled, the sharing of memories was pure gold as one after another reminisced about his early days in the trade. Prexy Steve Kordek advised that scheduled speaker Si Redd couldn't attend, being under the weather, but Britain's Marty Bromley provided a great stand-in. Operating some 58 years now, Marty (a founder of Sega) now concentrates his activities in Europe, where he also manufactures and distributes. Always on the climb, he recently opened



yet another arcade — a 25,000-sq.-ft. center in London's Piccadilly. His daughter Lauran, as readers know, is the owner of Bromley, Inc. and is successful in her own right. Ioining Marty as speaker, HCC founder Al Rodstein also waxed nostalgic, recalled how he started off in

1934 placing 35 Rock-Ola pingames in an arcade, all set on nickel play. The (used) games cost Al \$7

each! When play looked soft, Al dropped the vend to a penny and it worked. "In July and August that year, we collected over a million pennies." he recalled. He cautioned, however, that the opposite is the trick today. "We've got to get off quarter play," he declared to nods.

From left, the HCC members of the above "class of 1992" standing are: Lou Bruno, Marty Bromley, Steve Kordek. Al Rodstein. Herb Perkins, Bert Betti, Russ Mawdsley & Joel Kleiman. Seated from left: Stan Harris, Sol Lipkin, C.W. Hardwick, Don Patsky and Phil Kass.

RETURN OF THE COIN SNATCHERS: LATEST HI-TECH NEWS

Inside this issue, we name names and give details on the latest hi-tech threats to coin-op. In America's boardrooms, famous computer, entertainment and telecommunications firms are putting together joint ventures to deliver interactive entertainment to U.S. homes. We tell you who the major players and possible partners are. On the street, these corporate giants are entering the "test market" phase with single-city and multi-city interactive TV systems across the USA. We tell you who's behind each major test and where it's sited. Video games and music on demand are not part of the programming . . yet. But this is expected to follow in two or three years, as digital compression (for audio and video alike) continues making big strides. Meantime, Congress and the FCC are continuing to re-regulate here and de-regulate there, all pushing toward more consumer services and more hi-tech competition. Our story inside covers compression advances and regulatory changes, too.

Coin-op's response to the growing hi-tech threat was a major topic at Expo '92. During the Nashville show, AMOA lobbied Congress to restrict telco competition. AMOA talked turkey on hitech with Japanese and U.S. factory heads. Finally. AMOA mulled over coinop's strategic response during their board of directors meeting. We cover all these developments in a second story. Hi-tech coverage continues with our interview of Florida operator Mike Dodson, who tells how modems and computers are used on the Lawson Music route. Finally. Standardization Committee topper Frank Seninsky previews how that group is paving the way for industrywide modem use, on all types of equipment. Our special hi-tech section begins on page 155.

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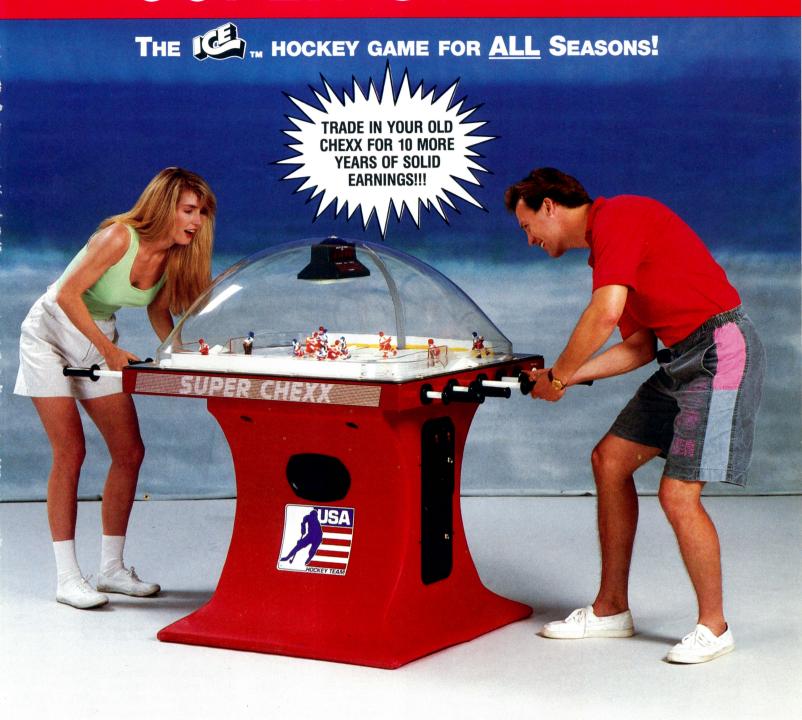
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DEALER SHOWS SCORE SALES



As the distributor open house stories begin to come in, we get the feeling that the national operator mood is upbeat (or, in the words of one tradester, "less nervous"). One outstanding new item shown around the country was Sega's Virtua Racing. Sort of like a Mercedes Benz, it combines top quality with a high price.

Seen here during Betson Pacific's post-AMOA event (L.A., Oct. 16) are company sales exec John Lotz and Sega prexy Tom Petit as they enjoy showing the driver to operator Jim Beniak (Pacific Coast Amusement). Betson also hosted showings in SFO and Phoenix; orders were written!

NSM HINTS AT CD REVOLUTION

At AMOA Expo '92, tradesters heard a lot of talk about (and even saw one or two demo's of) the on-going "hi-tech revolution" in multimedia, computer data transfer, digital compression, etc. In response, NSM-America President Rus **Strahan** is positioning his company as "ready to adapt" to future changes. "None of us really knows exactly where CD technology is going," Rus told RePlay. "NSM designed the current generation of jukebox product for adaptability, so operators won't be antiquated by change. That's not to say NSM has every possibility covered and that, no matter what, operators are protected against advancing technology if they buy an NSM box. But it is to say the likelihood of certain kinds of changes is high...and NSM has taken

them into account in de-

NSM

signing current product." He added: "I believe we'll see some changes in digital technology that are very bit as dramatic as the change from vinyl to CDs was... only there will be far more changes, and they'll come far quicker." In our Cover Story, inside, Strahan speculates on what new music media might arise, and explains how NSM could react. You can agree or disagree, but no doubt this type of positioning is a shrewd "chess move" in the competition for jukebox market share. Read more in our Cover Story on page 147.





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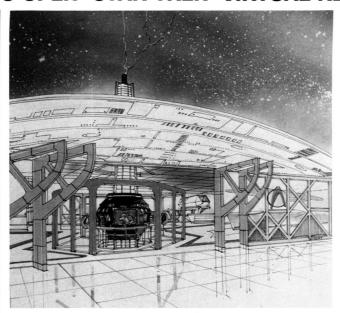
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EDISON BROS. TO OPEN 'STAR TREK' VIRTUAL REALITY CENTERS

Attention, all you people who called Nolan Bushnell an impossible dreamer when he predicted the imminent arrival of largescale "adventure illusion" attractions! You may now eat a generous helping of crow. Virtual reality (VR) games are about to "boldly go where no man has gone before" — into shopping malls around the U.S., featuring licensed Star Trek characters, sets and adventures. Brandon Tartikoff, chairman of Paramount Pictures, and Andrew Newman, chairman of Edison Brothers, made the announcement in late September. VR software will probably come from Spectrum HoloByte, Inc. (Anaheim, Calif.). Of course, the "Star Trek" franchise is a perfect fit for hi-tech pay-for-play entertainment, thanks to a sci-fi theme and



millions of ardent fans worldwide. "'Star Trek' has always been synonymous with the ultimate in technology," said Tartikoff. "Our agreement with Edison Bros. will, for the first time, allow 'Star Trek' fans to actually board the USS Enterprise and experience the excitement and adventure of the 24th century today." Edison said the first 'Star Trek' center will open in 1993. Centers will include virtual reality centers and simulation attractions, and will recreate the Bridge, Transporter Room, Engineering, etc. as well as include restaurants and merchandise areas. Players will be able to portray various characters from 'Star Trek: the New Generation' and choose from different game scenarios. Edison chief Andy Newman called the venture "the ultimate in experiential retailing...We're proud to be associated with one of the entertainment industry's premier properties of all time." Edison's mall entertainment division bought a large national arcade chain from Sega a couple of years back and is the exclusive U.S. representative for the British Virtuality VR system. This "bold" move is right in line with the St. Louis firm's ambitious coin-op plans and experience.

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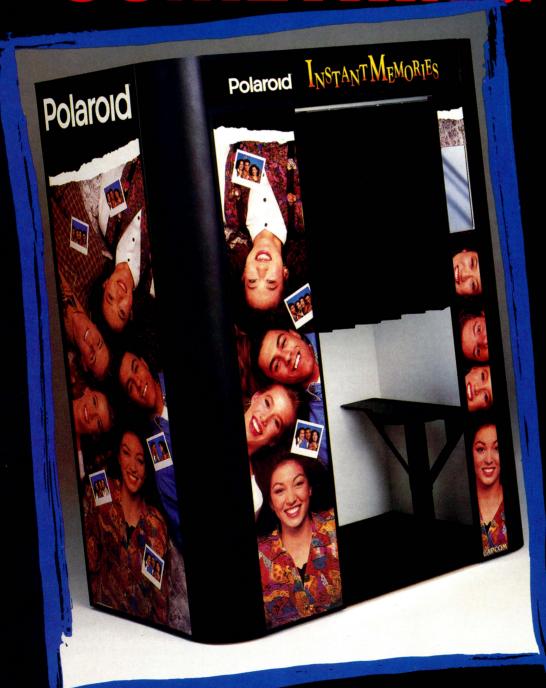
ONE "DYNAMO" TO ANOTHER: SOL LIPKIN JOINS TEXAS FIRM

Sol Lipkin, a 60-plus year veteran of the amusement business and one of the industry's most beloved people, has joined Dynamo Corp. as its shuffleboard sales manager. Having once worked for both National and American Shuffleboard since at least the 1950s, Sol's name is almost synonymous with the longboard sport. Dynamo admits they're lucky to have him on staff. "We've been trying to get Sol over here for years," said Dynamo sales topper Mark Struhs. "This gentleman has so many contacts with so many shuffleboard people on all levels of the business, it staggers you. Already our business has perked up with the sales and contacts he's brought." Lipkin makes his office at home in Union, N.J. where he can



be reached at 908/686-8480. Lipkin is shown above at Dynamo's booth at Expo, with his friend Eddie Adlum.

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1	1	* * No. 1 ACHY BREAKY HEART D. VON TRESS (BMI)	★ ★ BILLY RAY CYRUS MERCURY 866522-7
2	2	FRIENDS IN LOW PLACES D. BLACKWELL, E.B. LEE (BMI/ASCAP)	GARTH BROOKS CAPITOL 44647
3	3	SHAMELESS B. JOEL (BMI)	GARTH BROOKS CAPITOL 44800
4	5	WHAT SHE'S DOING NOW P. ALGER, G. BROOKS (ASCAP)	GARTH BROOKS LIBERTY 57733
5	5	BOHEMIAN RHAPSODY F. MERCURY (ASCAP/PRS)	QUEEN HOLLYWOOD 7-64794
6	17	I'LL BE THERE H. DAVIS, B. GORDY, W. HUTCH B. WEST (ASCAP/BMI)	MARIAH CAREY COLUMBIA 38-74330
7	6	JUMP J. MAULDIN (ASCAP)	KRIS KROSS COLUMBIA 38-74197
8	19	BABY GOT BACK SIR MIX-A-LOT (BMI)	SIR MIX-A-LOT DEF AMERICA 7-18947
9	7	RODEO L. BASTAIN (BMI)	GARTH BROOKS CAPITOL44771
10	_	NOVEMBER RAIN ROSE (ASCAP)	GUNS N' ROSES GEFFEN S7-19067
11	10	UNDER THE BRIDGE A. KIEDIS, M. BALZARY (BMI)	RED HOT CHILI PEPPERS WARNER 7-18978
12	8	THE THUNDER ROLLS P. ALGER, G. BROOKS (ASCAP)	GARTH BROOKS CAPITOL 4472
13	15	PAPA LOVED MAMA K. WILLIAMS, G. BROOKS (ASCAP)	GARTH BROOKS
14	12	STRAIGHT TEQUILA NIGHT K. ROBBINS, D. HUPP (ASCAP)	JOHN ANDERSON BNA 62140
15	13	EVERYTHING ABOUT YOU K. B. EICHSTADT, W. W. CRANE IV (ASCAP)	UGLY KID JOE MERCURY 866632-7
16	14	LET'S GET ROCKED P. COLLEN, J. ELLIOT, R. LANGE, R. SAVAGE (ASCAP)	DEF LEPPARD MERCURY 866568-7
17	22	BOOT SCOOTIN BOOGIE R. DUNN (BMI)	BROOKS & DUNN ARISTA 12440-7
18	_	I FEEL LUCKY M. C. CARPENTER, D. SCHLITZ (ASCAP)	MARY CHAPIN CARPENTER COLUMBIA 38-74345
19	9	TWO OF A KIND B. BOYD, W. D. HAYNES, D. ROBBINS (ASCAP)	GARTH BROOKS CAPITAL 4470
20	18	NEON MOON R. DUNN (BMI)	BROOKS & DUNN ARISTA 12388
21	11	I CAN'T DANCE T. BANKS, P. COLLINS, M. RUTHERFORD (ASCAP)	GENESIS ATLANTIC 7-87532
22	_	LIFE IS A HIGHWAY T. COCHRANE (ASCAP)	TOM COCHRANE CAPITOL 57780
23	25	MY NEXT BROKEN HEART D. COOK, R. DUNN, K. BROOKS (ASCAP/BMI)	BROOKS & DUNN ARISTA 1233
24	16	OLD TIME ROCK & ROLL T. E. JONES, G. H. JACKSON (BMI)	BOB SEGEF CAPITOL 57797
25	_	IF YOUR HEART AIN'T BUSY TONIGHT T. SHAPIRO, C. WATERS (ASCAP)	TANYA TUCKEF LIBERTY 57768
26	30	DAMN, I WISH I WAS YOUR LOVER S.B. HAWKINS (ASCAP)	SOPHIE B. HAWKINS COLUMBIA 38-74164
27	_	MIDNIGHT IN MONTGOMERY A. JACKSON, D. SAMPSON (ASCAP)	ALAN JACKSON ARISTA 12418-7
28	_	PLEASE DON'T GO N. MORRIS (BMI)	BOYZ II MEN MOTOWN 2162
29	23	HOTEL CALIFORNIA D. FELDER, D. HENLEY, G. FREY (ASCAP)	EAGLES COLL 45085

NATIONAL SAMPLING BY RECORD SOURCE INTERNATIONAL (RSI) BASED ON BOTH 45 RPM AND CD POPULARITY.

DISTRIBUTOR NEWS: NEW PEOPLE, NETWORK ADD-ONS

Premier Technology has expanded its North American distributor network. The eight new dealers and their territories are: Audio Visual Amusements for Missouri: Canadian Coin Machine for Western Canada; Entertainment Sales for Eastern Tennessee and Northern Georgia; Green Games/Memphis for Tennessee and Mississippi; Green Games/Myrtle Beach for North and South Carolina; Mondial/Philadelphia for Maryland and Washington, D.C.; R.H. Belam for New York City and Long Island; and T.O.P. Distributing for Upstate New York . . . Dave Gabrielli is back at Hanson Distributing, as their music & games sales manager. He worked in sales there from 1980 to '88 before a stint at Lieberman Music/Viking Vending . . . Also at Hanson, 13-year company vet Tammy Watson has been promoted from parts department manager to music & games sales...Gene Lipkin's new sales, distribution & property licensing outfit World Game, Inc. has signed an exclusive international sales representation deal with Lazer-Tron Corp., the California redemption game factory. World Game will be the



DAVE GABRIELLI



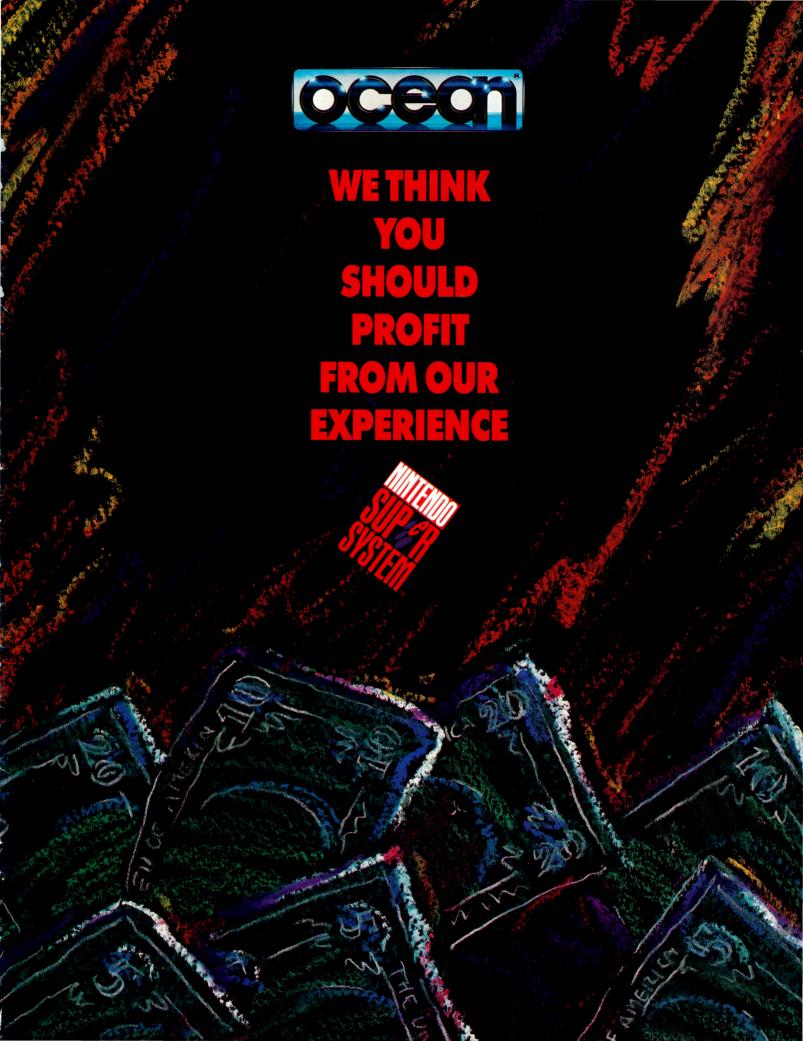
TAMMY WATSON

master international sales agent for all Lazer-Tron products. Many top coin-op firms do over half their sales overseas, said Gene; his goal is to help emerging companies follow suit...In Australia and New Zealand, the Australian Pinball Co. is the only authorized dealer to market and service games from Alvin G. & Co. The Aussie firm is run by Peter and David Yunhanns. Congrats to all!

AMOA NAMES NEW MEMBERS TO BOARD OF DIRECTORS

Besides swearing in its new officer team, AMOA also elected 10 new directors to its board, each for a three-year term. They are: Alan Chambers (Chambers Music, Ogden, Utah); Howard Cole (Cole Vending, Weaverville, N.C.); Terry Davis (TD Rowe Corp., Houston, Texas); Phil Benson (Montana Music Rentals, Missoula, Mont.); Louis Manolios (P-N-L Vending, Pittsburgh, Pa.); Bill

Miller (WGM Amusements, Kissimmee, Fla.); David Ptacek (Bird Music & Vending, Manhattan, Kan.); Tony Storino (Majestic Amusement, Asbury Park, N.J.); Chris Warren (Capital Music, Helena, Mont.); and Lee Wesson (Peachtree Music & Amusements, Keyser, W.Va.). Elected to fill a two-year vacancy was Phil Elum (Elum Music Co., Massillon, Ohio).





FACTORY APPOINTMENTS: NEW FACES IN NEW PLACES

That 11-year industry yet. Jolly Backer, has been promoted to national sales manager for arcade and amusement products at Capcom USA. He'll direct all North American Sales and distribution activities . . . Kristen Montgomery has been promoted to West coast sales manager at Data East USA. Congrats to a savvy lady!...Drew Maniscalco is back on his home stomping ground, New Jersev, as East coast rep for Data East. News of the appointment came out just before the AMOA Show. Drew's prior post was with Irem America: before that he was with Fabtek...Paul Wiederaenders is the new Eastern regional sales manager for Irem America. His sales record includes past posts at Capcom and Leprechaun...Also, Irem has named Matt Davison (former Nintendo product manager) as its Western regional sales rep. He's a very knowledgeable guy... At Namco-America, 16-year industry vet Kivohiko Suzuki has been promoted to international sales manager. He'll be responsible for all sales in Mexico, Latin America and Australia...A new hire named David Swofford takes over Kiyo's prior post as Namco-America's western regional sales rep, doing sales in the western USA and Canada. David's got a marketing BA from Texas Tech and several years' experience in insurance and wholesale clothing...28-year industry vet Joe Gilbert is the new sales manager for Jaleco USA. His resume includes past stints with Atlantic N.Y., Seeburg, National Vendors, Belam, Rowe, Nintendo, and Williams; he held progressively more responsible posts with these firms. Most recently Joe was exec VP at T.O.P. Distributing . . . Jeff Weitzer is the new director of marketing at



JOLLY BACKER



DREW MANISCALCO



PAUL WIEDERAENDERS



KIYOHIKO SUZUKI

at Skee-Ball. He'll be responsible for day to day

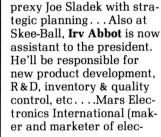


DAVID SWOFFORT



JOE GILBERT

Williams/Bally-Midway). Coming from a prior stint at NEC Technologies' home vidgame division, Jeff will develop VLT marketing plans, sales strategies, oversee market & product research, earnings evaluation and ad/sales promos for WMS...Also at WMS Gaming are two new sales reps. Ken Howatt brings extensive casino experience including a post with IGT; Mark Wiedermer earlier worked for instant ticket vending machine manufacturers like American Games...Lovable Chuck Arnold is the new regional sales manager at Wurlitzer. He's fresh from his successful Nintendo sales stint . . . Pat Talmadge has been promoted to GM



operations and will help



MARS **@** ELECTRONICS INTERNATIONAL

tronic payment systems worldwide) also has a new "face" for the whole firm. It's not a person, but a snazzy new logo. Mars says it will help the company present a consistent worldwide identity...Shuja Haque is the new chief engineer at Digital Disc of America. He held the same post at



CHUCK ARNOLD

Rock-Ola for about 20 vears and now will design DDA's electronics and cabinets (they currently make a full jukebox called the Cheetah featuring twin Philips CD mechs). Congratulations to all!

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On Your Mark...

by Marcus Webb

Last summer, Steven Bochco (producer of "L.A. Law" and "Hill Street Blues") asked NBC if he could put R-rated sex and violence on his 10 PM broadcast TV shows. "I can't compete for ratings with cable TV, unless I can use the same weapons they do," Bochco reportedly said. NBC first said yes, then backed down. Last month, NBC reversed itself again. The network let Mariel Hemingway do a nude scene on Bochco's 'Civil Wars.' The episode pulled one million extra viewers, proving Bochco's point.

Bochco's story relates to several recent coin-op developments. Around the trade, people are looking at sex and violence in our products and wondering where to draw the line. A while ago, we received an operator complaint about a flyer from a major one-stop. The flyer showed a nude model in an ad for ''X-rated country music.'' More recently, during AMOA Expo '92 a video manufacturer said many people complained about a new level of violence in video games.

The Bochco story sheds light on this coin-op dilemma. It reminds us that entertainment producers are motivated by money; they make what sells. As one social observer lamented, ''In America these days, almost any act of questionable morality can be defended with the excuse, 'I did it for the money.' After that, only the most tiresome moralists will continue to object.'' The bottom line has also become the ''morality line.''

Bochco's experience also reminds us that enough of the public likes sex and violence to make it profitable. This is quite relevant to coin-op. For example, think of the many "nice" video games which failed to earn quarters or to move out of distributor showrooms in recent years,



despite clever programming and excellent production.

Bochco's story makes a third point: American standards about acceptable levels of sex and violence are getting "broader." Personally I think some of the most violent or erotic films of the last 25 years, were also some of the most artistic. Fine, as long as it's restricted to grownups. However, I'm disturbed by the escalation of mindless violence and cruelty, even in restricted-access media. Why is this considered entertaining? Why is our society so angry?

Like other forms of entertainment, coin-op lives with a competitive dynamic that inevitably coarsens public tastes and standards so that children and young people are exposed to more and more sex and violence, with no choice and no parental control. It works like this: the more extreme the sex and violence in restricted-access media, the more it is ratcheted up in public-access media. As Steven Bochco would say: "Hey, Mariel Hemingway in the nude is tame, compared to what's on cable TV."

Our industry goes through this same process. Video game factory people say: "Hey, our video games are tame, compared to what's in the movies." Steven Bochco and game factories who make this argument, are both right.

Unfortunately.

THESE GUYS



Players will be lining up to get their shot at this title. This new battlerama has six different characters, each decked out with their own colorful costumes and personal fighting styles, ready to get down and rumble.

Like a true champion, this game stands upright and invites challengers up to two or four players at a time. The hard-hitting action and stunning digitized graphics will surely

tag team to tangle with, "Ring Rage" will keep 'em comin' back for more.

Battles in the ring, crazy cage matches, warehouse wars, and junkyard brawls are all just part of the madness that takes place in a state of rage. Special power moves and playby-play announcers will cause ultimate hysteria. So, be prepared, because these big bruisers are worth their weight in gold!





Nashville Hoedown!

country-music capital hosts AMOA Expo '92; great site, products & attendance make it a major hit!

ountry music superstar Johnny Cash once joked that anybody could write a good country-western song. Explained Cash: "Just be sure to use the phrases 'cup of coffee,' 'got out of jail yesterday' and 'lonesome railroad tracks'."

In the same vein, it would be easy to write a country ballad about AMOA Expo '92. Just use the phrases "ideal location," "great attendance," and "outstanding new products." Add some dueling banjos, to suggest a bit of backstage political wrangling. Then, finish up big with some gospel-music "amens," to symbolize good sales and orders. In other words, Expo '92 was a bootstomping, banjo-picking, ten-gallon cowboy hat hit!

Sponsored by AMOA (the Amusement & Music Operators of America), the show took place Oct. 1-3 in Nashville, Tenn., America's country music capital. The green and pleasant city fit the coin machine industry to a "T"...just like AMOA past president (and Tennessee native)

John Estridge always said it would. John had lobbied for years to take Expo to Nashville and the huge success of this show proved him right.

HITS OF THE SHOW

Nashville debuted a wagon-load of fine new equipment. AMOA members voted Konami's dedicated twoplayer video gun game Lethal Enforcers as "best new product" shown at Expo. The exhibit floor also buzzed with pleasure over superb video titles like Sega's ultrasophisticated dedicated driver Virtua Racing, Irem's golf-themed kit The Irem Skins Game, SNK's system update The Art of Fighting, and Fabtek's new kit Heated Barrel. Also in the video arena, Capcom offered its own Turbo enhancement kit for Street Fighter II Champion Edition (by the way, shipments of the PCB itself will automatically include this upgrade from now on).

Redemption and pins were also outstanding categories. Operators repeatedly told us how much they liked Taito's whacker-style video Monkey Mole Panic. Skee Ball's Tic Tac Toe and a host of others. Smart bowed an exciting line of redemption games themed around McDonalds restaurant characters; and Kaneko had the funniest redemption game of them all in Egg-O-Matic, featuring a mechanical chicken laving dozens of "eggs" (the player had to skillfully transfer them into a dozen-egg carton). New pinballs from all three factories won fine marks, including Williams' Fish Tales, Data East's Star Wars and Premier's Cue Ball Wizard.

In the realm of staple equipment, new model jukeboxes from NSM, Seeburg, Rock-Ola and Wurlitzer kept the music field lively. Of course there were fine phonographs from Rowe-AMi and Pioneer Laser Entertainment. Darts, table games and novelties all had their share of upgrades to offer. Video lottery equipment was a presence, but less overwhelming than in some previous years. And a "new" staple product appeared: Capcom's *Polaroid In-*



Atarians Linda Benzler, Mary Fujihara and Jim Newlander with *Space Lords*. Linda, by the way, is a newlywed as of Oct. 11... "Coin"-gratulations!



Coastal's Lenny Dean and Harry Levy show off the firm's new *Bank Roll*. It's a redemption piece, of course, featuring rolldown action with a video screen.



Bally's *Dr. Who* was a surprise pinball on the show-floor...the firm's Bill Pfutzenreuter was the designer of this machine based on the popular sci-fi doc.



SNK's Susan Jarocki and John Barone with their highearning *Neo•Geo World Heroes* game (it's ranked No. 1 on the *RePlay Players*' Choice chart the last 2 mos).



Capcom's *Bowlingo* bowler was a big attraction at their exhibit (in addition to vids and the photo booth). Here a young man in a wheelchair enjoys the fun.



Data East's Paul Jacobs and Kristen Montgomery with the firm's *DragonGun* video. This game has dragonshaped guns, neat play and will be shipping mid-Nov.



Namco's Tom Siemieniec gives *RePlay* Editor Marcus Webb the scoop on new products. Among the releases, *Final Lap 3* and *Fighter & Attacker*.



Romstar's Rene Lopez pushes Gear Grinderz (barely uncrated in this photo), a fun three-player truck race game featuring a ticket dispenser. It ships Nov. 7.

stant Memories is a hi-tech photo booth which updates a coin-op classic.

OPERATOR RESPONSE

Operator response to the new product was good, but varied. "Wow, there sure are a lot of great big video games!" many said. Some large operators from California and Minnesota added: "That's the way the industry is going and maybe we should go that way, too. After all, these big simulators can stay on location, earning well, for five years."

Smaller operators also gave a nod to the new generation of large video simulators, then quickly added: "Thank heavens for pinball, music and redemption." Of course, distributor sales and cash box earnings will confirm the true direction of industry trends over the next few months.

For a more definitive look at new machines from Expo '92, please see the product review which follows this story. Specific titles are also covered in various features throughout this issue.

HEADCOUNT & LOCATION

As stated, Expo '92 enjoyed fine attendance. Early estimates put the headcount of visitors at nearly 8.000. The sold-out exhibit floor featured some 202 companies in around 758 booths...not quite as high as 1991, but still very impressive. (Especially so, when you recall many exhibitors wanted more space, and one major firm — Nintendo dropped out.) Outgoing AMOA president Gene Urso said attendance at the awards banquet "topped all previous records" with 1,250 guests (in fact, this was the first time it ever went over 1,000).

Showgoers loved the sprawling Opryland complex. Big, beautiful, classy, and comfortable, Opryland combined down-home Southern charm with big-city service and facilities. True, a handful of additional exhibits were put in a side room ...and, overflow visitors had to stay in other hotels. But these minor inconveniences are the "golden problems" that come with success. "We've grown from a hotel-based show to a convention center-based



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Data East's Paul Jacobs, Joe Kaminkow and John Borg with C3PO of *Star Wars* fame. The pin was a hit! By the way, that's the real movie costume. Neat!



Valley had a good show with their AMOA award-winning pool tables, as well as darts. Pictured: Gary Connelly, Bill Nemgar, Scott Schroeder and Dave Krystal.



Exidy/Bullseye Marketing's Virginia Kauffman and Bob Baker talk with a showgoer about the terrific lineup of redemption equipment on display at their booth.



Irem's Matt Davison, Paul Wiederaenders and Steve Blattspieler with their *Skins Game*, golf kit. It's shipping now and offers an array of challenging greens.



Rowe's folks were real proud of the AMOA award they won for their *CD-100A* phonograph. Here are a few Rowe-ers showing it off at their booth in Nashville.



NSM's Rus Strahan and AMOA past-prexy Jack (Melo-Tone) Kerner with *Performer Classic*. It's fully-automated with new software for the built-in computer.



Alvin Gottlieb waves in front of the crowd at his Alvin G. & Co. booth. He showed two new games *USA Football* and *World Tour*, the firm's first traditional pinball.



Catalina Games' Richard Rock and Sam Franklin proudly showed their *Cool Pool* video, which has proven to be quite a hit for this SoCal game maker.



Arachnid folks were busy talking dart-shop during Expo. Pictured are Jim Luebking, Louie Rosenberg, Mickey Finn (Volunteer Darts), Pat Rice & Sam Zammuto.



Taito's *Monkey Mole Panic* got big raves from operators in Nashville. With it are Yoshi Suzuki, Natalie Kulig, 50th State's Warren Asing and Rick Rochetti.

show," pointed out incoming AMOA prexy Craig Johnson.

As for AMOA Executive Director John Schumacher, he just wore a big smile throughout the event. Various AMOA officials said if Opryland goes through with another expansion (they've had a couple already and more are possible), then Expo could well return to the site in future years.

PERSONALITIES A-PLENTY

Country music personalities enjoved the spotlight during the soldout AMOA Awards Banquet, and they shared the attention with some well-liked industry personalities. The banquet featured a solid stage performance by country music queen Barbara Mandrell (at one point, she pulled Florida operator Manley Lawson onstage for a dance and ballad...nice going, Manley!). The banquet crowd really went wild when superstars Garth Brooks and Bob Seegar made in-person appearances to accept their awards (Brooks received the "best country CD" award and shared songwriting honors; Seegar was named a Living Legend of the Jukebox). Country's latest heartthrob, Billy Ray Cyrus, made his thanks via videotape for three separate AMOA awards.

Also at the banquet, AMOA unveiled a lifetime honor which has been given fewer than a dozen times in industry history. The association named beloved jukebox exec Jerry Gordon (distributing VP of Rowe International) as winner of the Merit Award. Guests in the packed banquet hall came to their feet as Jerry came to the podium. AMOA past prexy Dick Hawkins introduced Jerry, citing his years of support for AMOA, state associations, jukebox promotion, and the industry. "I'm not speechless but I'm near to it,' Jerry Gordon told the crowd. "It's one of the happiest occasions of my life."

POLITICS A-PLENTY

The glitter and goodwill onstage were unfortunately counterbalanced by some political discord backstage. At last spring's ACME show, AMOA and AAMA (American Amusement Machine Assn.)



At the busy Sega booth are amusement operators Craig Singer and Ron Kostelny (Nickels and Dimes), Sega's Ken Anderson, prexy Tom Petit and Brian Kopf.



Gottlieb/Premier enjoyed rave reviews of their western-themed pinball, *Cue Ball Wizard*. This shot shows that there's a ''pinball wizard'' at each one.



Here's Nickels & Dimes' Craig Singer again! This time he's teamed up with Coin Concept's Art Warner along with Coin Concept's *Luigi's Corner* redemption piece.



With Kaneko's new two-player street fighting game (available as a kit and shipping now), *Shogun Warriors*, are the firm's Marty Glazman and Jim Belt.



Grayhound Electronics' Dan Dinnebeil (left) and Ken Holland (right) converse briefly with David Stott, Jr. (Stott Vend.) about their *Grayhound Pool Table*.



With the *Striker* soccer table are (from left): Dynamo's Mark Struhs, Ron Bolger of American Vending Sales, Dynamo's Bill Rickett, and table designer John Lott.



With these confused players (the ones in the middle who are aiming the guns at each other instead of the game)...are Konami's Frank Pelligrini and Jerry Korbecki.



At the Rock-Ola booth are Deith Leisure's Barrington Thompson, Rock-Ola's Frank Schulz, Deith's Colin Mallery and Bob Deith and new topper Glenn Streeter.



With Betstar's new touch-screen VLT are Bert Betti, Peter Betti, Andrea Schatz and Bernd Donalies. Company is currently seeking approval from new markets.



Our friend Steve Kordek and one of the firm's many top-notch game designers with their new *Hot Shots* basketball novelty with ticket or sports card dispenser.



Bally Gaming's Mike Wright and Tom Nieman with the lovely poster model (she also signed copies of 'em for showgoers) and their *French Quarters* machine.



Betson presented a coin-op *outdoor* pool table, among many other new products. With Betson's Neal Rosenberg is a a rep from Gameroom Concepts Unlimited.



Among the other proucts, Leisure Entertainment had an impressive display of bill changers, including a new stacker unit. Pictured: Jed Forman and David Levy.



Tecmo's Joel Cruz, Jim Santa Cruz and Joyce (cool industry chick) Kaehler with their new product. Jim tells us that *Final Star Force* is testing real well.



Namco's recent purchase of Brent Leisure prompted this newsy photo of Jonathan Lister, President Philip Davis, Shane Breaks and Patrick Edwards.



Meltec's Mike and John McEwan with Gene Riddell of Pocket Change of America with the redemption maker's *Great Frog Race* behind them. Nice folks!



Hecon's Rudolph Schoendienst was pleased to demo the firm's easy video lottery printer/cutter at his AMOA Expo booth. They also make a line of counters!

agreed to look into reports of Japanese manufacturers owning street routes in the USA. This touchy subject came up again in Nashville. This time, both groups had more information at hand; however, they did not seek to lay out a definitive course of action. It's safe to say the matter will remain of keen interest to AMOA.

Another area of controversy in Nashville: AAMA's proposed trade magazine. For about a year, the manufacturer-distributor group has carefully studied the idea of starting its own multi-audience trade publication. In September, AMOA issued a public statement opposing the idea. During a Sept. 30 board meeting in Nashville, AAMA voted against full production of any such magazine. However, AAMA leaders decided to produce a rough copy of a single issue, for membersonly circulation, in a few months. During a joint association meeting in Nashville, AMOA strongly restated its opposition to the magazine idea.

Politics went more smoothly on the subjects of Washington, D.C. and dollar coins. AMOA and AAMA reviewed this year's successful D.C. visit and agreed that dollar coins are more important than ever for their joint 1993 effort. Assistance in lobbying for dollar coins may come from JAMMA (the Japanese Amusement Machine Manufacturers Assn.), tradesters said. It's not yet clear what form this help might take.

The "non-issue" of Expo '92: video lottery. Aside from an excellent seminar and a few booths of VLT equipment, last year's barn-burning issue didn't loom very large in Nashville. Of course, video lottery still has its partisans in most state associations. Also, a major new supplier called Betstar debuted in Nashville, comprising elements of H. Betti Industries and the Gauselmann Group. But AMOA seems to have retreated from a decidedly prolottery stance in earlier years, to a more neutral position in 1992. Currently, AMOA might be described as having a "three-point policy": 1. AMOA will provide logistical support, when requested, to pro-VLT efforts. 2. AMOA will fight against state-run gaming. 3. But that's about





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American Laser Games' latest offering, *Mad Dog II:*The Lost Gold was shown at Atari's booth. Fred &
Charles Gillman of Just Games San Diego check it out.



Playfair Shuffleboard has become a regular at these Expos. Here at their AMOA '92 booth are Carolene and Carl Applegate with Jim Chelf and their 22' table.



Great American Billiards was on hand at the Expo to show their new coin-op table. With it are the firm's Dennis Disarle, David Celani and Robert Chapman.



The folks at Imperial Int'l.: George Montalvo, Jeanie Brandt, Steve Russell, Carlos Molina & Paul Cordea. They offer a tremendous array of parts & accessories.



Noel Industries showed their 4-pl. *LAX* rotary merchandiser (they also have the 1-pl. *Jr.*). With it: Cheryl & Chris Noell, Lee Batson (Sunshine Ent.) & Bob Noell.



Phyllis & Ed Seidel of Seidel Amusement Machine Co. (of course) with their *Quackerz* and *Lite A Line* ticket-dispensing roll-downs. Sharp looking equipment!



Bonita Marie's ARMS division (amusement/redemption management system) specialists Rhonda Fletcher and Lou Cappetta with folks from Enchanted Castle.



International Game Technology's Bob Shay and Sherry Crabtree with their *Players Choice* machine. It's a classy-looking machine loaded with features.



American Simulators showed a variety of goodies for the kiddies, including *Amok*. At the booth are Bob Orchard, Zachary Katz, Courtney King & Linley Hughes.



"Repeating" the Beat at their booth (which seemed to have a lot of customers) are Robyn Downey & Susan Kotrys. The firm specializes in CDs at low prices.

it! AMOA leaders make a very good case why the national association's involvement should go no further.

HI-TECH: A MAJOR CONCERN

Electronic delivery of games to private homes is heading for the test market phase in the U.S., while downloading music over phone lines to karaoke machines on location is an accomplished fact in Japan today. Future competition based on such hi-tech capabilities is AMOA's new hot-button issue. The subject got plenty of discussion behind the scenes in Nashville.

During its Sept. 30 board meeting, AMOA considered how to respond to future competition from major computer, cable TV and telephone corporations. Also during the show, AMOA cranked up its grassroots lobbying machinery to fight the hi-tech battle. Operators conducted a telephone campaign from Nashville, asking Congress to pass a telephone industry regulation bill. The bill didn't pass this time, but the unusual effort showed how much importance AMOA puts on this issue.

If anybody doubted all this hitech stuff is "for real," all they had to do was visit Mike Leonard's suite in the Opryland Hotel. During Expo, the Michigan operator and some engineer partners were demonstrating a patented digital compression "jukebox" which would allow telephone downloading of CD-quality music to a computerized location site.

Hi-tech developments are discussed in more detail elsewhere in this issue. Please see separate story.

LOOKING TO THE FUTURE

AMOA swore in several new officers and directors at Expo. Utah operator Craig Johnson will serve as AMOA president for 1992-93, assisted by first veep R.A. Green III, treasurer Tami Norberg-Paulsen and secretary Randy Chilton. AMOA's three vice presidents are Bob Herman, Ted Furkin and Gene Winstead; each VP will each serve a three-year term.

AMOA Expo '93 is slated for Oct. 21-23 in Anaheim, California.



Fun folks at Fabtek — Sal Teresi & Bob Nims with the firm's Frank & Jeanne Ballouz and Steve Ward. They're with *Heated Barrel*, a western themed linkable kit.



What a crowd at Wurlitzer with *New York, New York!* Steve Reeves, Dietmar Grau, Jerry Reeves, Ernie Veneziano, Joe Tedeschi, Chuck Arnold & Klaus Telgheder.



Those "Smart" folks are always thinking! Here with their *Watch Crane* are sales topper Larry Berke and Gordon Smart. They had quite a redemption line-up.



Williams' Gaming Division topper Rick Currie proudly poses with the firm's beautiful *Midas Touch* video lottery terminal. It, of course, sports a touch screen!



LeRoy Hancuff, Lauran Bromley and George Taylor with Bromley's *Clay Shoot*, designed to take aim at high redemption collections. It's skeet shoot-themed.



The Seeburg folks talk coin-op music! Ed Blankenbeckler with operator Howard Harkins (Harkins Music) with Jack Kapala and Tom Hacker by the firm's phonos.



Jaleco showed *Arm Champs* (available now) plus coming attractions like *Wild Pilot*. At the booth are: Hiroyuki Saigusa, Darlene Lamz, Mike Lange and Bob Haim.



Doyle debuted their neat-o *Jack and Jill* kiddie skill game. Chris Williams, Brad Peer & Brian White show it to Dennis Moore & Brian Hamilton (Easy Street, Canada).



Merit superstars with *Superstar 2000* (super VGA graphics): Jim Witt, David Rubinstein, David Myers, John Nolder (Tri Vend.), Lamar Forque & Howard Smoyer.







Nashville turns into "coin-machine city USA"!; new products get trade buzzing about winter collections!

Coin-op factories, take a bow. You are enjoying a winning streak. AMOA Expo '92 was the third U.S.-based national trade show in a row, where manufacturers provided solid winners in every category of equipment. Video, pins, music, redemption, table games, novelties, kiddie rides — the goods where there.

At the Opryland convention center in Nashville from Oct. 1-3, operators were buzzing, dealers were buying and factory execs were smiling. All indications are that American operators are feeling a bit more flush in the cash box these days. Expo '92 gave them good products to reinvest their cash in...products that should do much to help keep the quarters rolling in, and keep the spending-earning-reinvestment cycle going strong.

Trends in new product: like the JAMMA show one month earlier, AMOA'92 featured lots of big games designed for big arcades, and selling for big prices. Large, expensive simulators are this industry's show-pieces and they are getting larger, more expensive...and better...all the time. Just ask the folks at Sega, Namco, Atari and Jaleco!

AMOA resembled JAMMA in more ways than its emphasis on big games. Like the Tokyo show, this Nashville-based expo also offered relatively fewer standard uprights and video kits. But there were some goodies including Konami's "best of show" shooting game, plus dedicated uprights and shooting games from Taito, Atari and Strata. Fine kits hailed from Irem, Fabtek, SNK and Taito. And, yes, Capcom offered a brand new fighting-themed kit, as well as their own speed-up chip kit for Champion Edition.

Looking to the U.S. video gaming market, VLT-type equipment was

shown by firms like IGT, Bally Gaming, Betstar, Video Lottery Consultants, Arachnid, Big Ten Electronics, Aristocrat, Premier Technology, WMS Gaming, Pars Electronics, Video Gaming Technologies, U.S. Games, Drew's, Micro Manufacturing, and others.

More trends: redemption is still riding on a crest of popularity with American operators, and this show had some high-quality games indeed. However, Expo '92 did not offer any "gotta have" new concepts like the cranes or golf simulators of past years. (Certain factories were holding back certain titles for the Parks show in Dallas this month.) One or two arcade chain operators wondered if redemption earnings may have peaked in 1991. However, redemption manufacturers said their sales are continuing as strongly as ever.

Here's a rundown of new games and phonographs offered at AMOA Expo '92. Elsewhere in this issue, we provide feature stories on several individual machines.

VIDEO

Ace Coin Equipment, a British firm, showed a delightful laserdisc trivia game called *Genius*. It uses CD-ROM storage to show 400 moving pictures and 6,000 stills. Software also holds 14,000 questions, a few of which the player can try to answer after viewing the appropriate videos or stills. The touch, dura-

ble cabinet features a sleek hi-tech look. It's available now.

Alternate Words Technology did not have a booth, but they did have a working virtual reality system in their suite at the Opryland Hotel. The sitdown system is called "Reality Rocket" and costs more than just about anything shown on the Expo floor, but considerably less than the only other VR system sold to date for the coin-op market. Reality Rocket includes a twin-monitor helmet, sitdown platform, and joystick control. Alternate's first software title is Wolfenstein-VR, a shoot-'em-up that puts you inside a castle maze, going down halls, opening doors, etc. as you shoot Nazi soldiers, find secret passages, grab hidden treasures. etc. This was the first time any virtual reality system was shown at an AMOA Expo.

American Laser Games offered Mad Dog II: The Lost Gold. It's another laserdisc game with real actors, sets and costumes. The western shoot-out antics offer many possible play outcomes. Action scenes include shootouts with masked cowboys, on foot and on horseback; railroad ambushes; Mexican standoffs; Indian raids; etc. Shown in both ALG's and Betson's booths, this sequel to the worldwide arcade hit can be purchased as a "kit" (new disc for your existing system) or in a standard-size monitor cabinet, or big-screen deluxe version.

Arachnid bowed its long-expected video gaming piece at Expo. Lucky Touch uses 19" touchscreen tech-

PHOTOS -- FACING PAGE:

There were many solid new videos at the AMOA Expo. In the photo at top, Capcom's Brian, Emi & Brianna Duke say hello to Arizona operator Rick Caldwell by the turbo upgrade of *Street Fighter II: Champion Edition.* Center photo shows operators checking out Sega's *Virtua Racing* which got lots of positive reviews from show attendees. Last, but certainly not least in this trio of photos, is Konami's *Lethal Enforcer* crime-fighting upright which won "best video" honors at the Expo.



Bundra Games had their fun horseracing game, *Neck N Neck*. With it are Dan Stroids, Maury Ferchen, John Werner and Frank Bundra. The game's available now.



Strata folks, like Linda Koch and Gay Bilotta, showed their bowling and basketball vids at their booth and a new game at their suite, *Time Killers*, (looks good)!



Innovative Concepts in Entertainment's Sam Kim and Ralph Coppola look on as Gene Brogowski gets ready to test his putting prowess on *Putting Challenge*.



Russ Finnegan of Maxima Entertainment opens up the front door of one of his nice-looking *Sunset* cranes to explain features to AMOA showgoers. Nice guy!



Our Barry Zweben stops in to say howdy to the Kiddie Rides USA folks: Michael Evans, Stuart Heller, RePlay's "B.Z.", Joe DeMarsico and Manuella Orilly.



Operator Jim Hayes of Gem Music (which just celebrated its 50th year in business) with Marilyn and Joel Friedman with their *LaserStar America* jukebox.



Lazer-Tron's Ron Carrara was pleased to explain the features of *Spin-To-Win* to Pioneer Sales & Service's Joel Kleiman. It's a great fortune wheel game.



J-S Sales' Jack Werbaneth, Janel Shimel, Lois Berman and Frank Sanchez in front of their display of pool cues. The firm has a wide selection of coin-biz parts.



At Belam, John Flahive, Peter Bonadonna, Ago Mensah, Steve Linzey (Sports Park USA) and Simon Deith. It's always great to catch up with these nice people.



Bob's Space Racers had an incredible booth (they won an award for it)! Pictured: Jim Sparks & John Pierce (White Co.) with Jack Mendes & David Wise.

nology and offers player-selectable volume, deal speed and bet. A variety of games is included in the software, and cabinets can be wood or metal (customized to meet any need). The unit includes an IBM 16-bit AT platform; software and hardware can interface with a variety of printers and bill acceptors. Button models and hoppers are available, too.

Aristocrat showed "bonus video slot machines" that alternate symbol matching lineup action with animated bonus rounds. One that's legal in South Carolina-type jurisdictions is called *Treasure Island*; another is a skill-stop bonus slot called *Clock Wise*. All can work in printer or hopper modes.

Atari offered their beautiful fourplayer, two-screen dedicated shooting game, *Space Lords*. Two units can be linked for 8-player interactive action as players dodge asteroids and engage in tactical dogfights with other players and alien spacecraft. Using Atari's advanced video graphics, the game offers a true 3-D universe where players have full navigational control of their own craft.

The mini-deluxe version of Atari's *Moto Frenzy* was also shown. This cross-country motorcycle simulator offers six tracks and head-to-head competition. Gorgeous digitized graphics include everything from realistic Vegas backdrops, to a herd of rhinos crossing your path on an African road. Two units may be linked for four-player interactive play.

Betstar was highlighting its *Big Choice* touchscreen VLT. It comes with a printer and features video poker. A casino version with hopper is also available. Betstar is seeking regulatory approval for the game in newly regulated markets. The firm also showed a flip-card poker game called *Giant Twist* and a low-priced slot called *Cash Line*. They also had a redemption video gun game (see the "Redemption" section, later in this report).

Of course, the best thing in the Betstar booth was a chance to meet the execs. From the Betson side of the joint venture was Peter Betti, proud papa Bert Betti, and Bill Tre-



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ger. From the Gauselmann side was Bernd Donalies and Andrea Schatz. Expect to hear much, much more about Betstar in the coming months and years.

Capcom offered its own Turbo enhancement kit for Street Fighter II Champion Edition. The kit, prompted by similar merchandise from non-authorized sources, is a Capcom original program to boost the game with faster play, new secret moves, refined balancing of character capabilities, and — of course higher earnings. Shipments of the PCB itself will automatically include this upgrade from now on. Champion Edition is still in production, and Capcom expects to keep selling it through vearend.

Some other firms had their own versions of the speed-up kit for this super-hot title at Expo '92. However. Capcom said it had issued "cease and desist" letters to other chip suppliers. Capcom also made a point of pricing its own chips competitively!

Capcom's major new video entry at Expo'92 was a three-player horizontal kit called Cadillacs & Dinosaurs. Dedicated samples were also available, execs said. The game features licensed characters from "Xenozoic Tales," an underground hit comic book for grown-ups published by Kitchen Sink. It's a street fighting piece with a fantasy back-

From Coin-It, Capcom showed X The Ball, the addictive video novelty that lets you guess where the soccer ball should be (it's been airbrushed out of still photos which are shown onscreen). On a demonstration basis, Capcom also showed Warriors of Fate, a two-player fighting kit. It may be licensed to Romstar, execs said.

Catalina Games, formed by a group of operators who wanted to ensure their own product supply, always had a crowd in their booth for Cool Pool, the beautifully executed video pool simulation. It's still in full production. Additional exciting ti-

tles are coming from Catalina next year, prexy Richard Rock promised.

Data East showed Dragongun, a goodlooking dedicated video shooting game for 1-2 players. The green plastic machine guns are shaped like sleek dragons and they fire a "dragon blast" at an assortment of dragons and monsters onscreen. It's shipping mid-November. Data East also had one of those cute-character video games which are beloved in Japan; this one's called Diet Go-Go and could find an audience here (at last, a video game whose title includes that word which appears on almost every "women's magazine" cover: diet!).

Fabtek's new kit Heated Barrel is a western themed video from TAD Corp., personally selected by Fabtek prexy Frank Ballouz as the quality title he will sell this fall (and well into next winter, judging by the record of Fabtek's past titles). It's linkable for more shoot-'em-up action than you can shake a six-gun at. Fabtek also had Seibu Cup Soccer.

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Skee-Toss BC A Pint-sized version of Skee-Ball for kids. Features colorful, appealing format, synthesized speech and sound effects, long life operation, easy maintenance and, of course, profitable redemption.



Skee-Ball The grandaddy of all arcade games. Features 13-foot and 10-foot alleys, audio, bonus balls and mini models. It's enjoyment for the whole family. Constructed to ensure minimum maintenance and enduring good looks.



Barnyard Babies A new red hot game for 3 to 7 year olds, designed to challenge and excite them. A colorful graphic format utilizing barnyard animals with music and audio effects, simplified operation and ticket dispenser.



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McO'River folks proudly point to their game's strong showing on *RePlay's* Players' Choice chart: Mitsuo Komura, Marguerite Kirby (Leprechaun) & Eric Masuda.



At the Pioneer booth, Roth Novelty's Jack Kanter & Phillip Roth with Pioneer's Tony Maniscalco, Dave Drouiliiard, Mark Chan, Jerry Sheaks and Mark Makabe.



Vari-Tech's Reggie Moultrie gives operator Richard O'Kane (Edgwater Packing) the rundown on his firm's redemption products including new *Danger Mine*.



Sharp Image showed their monitor line-up and the new *System Gold* debit card system. With the goodies are Chris & Kelly Anderson and *RePlay*'s Barry Zweben.



Sport Park USA's Steve Linzey & Stan Fox check out the BullsEye Marketing products, such as Exidy's DaterBase with help from Bob Baker & Pete Kauffman.



Bill Faith (Planet Earth Entertainment), along with the firm's Francine, explained the features of his new *Flip-N-Win* street redemption piece to many showgoers.



Here are a lot of helpful friendly Happ Controls folks, including Frank and Jim Happ...the firm stocks just about any part you need for a coin machine & more!



Mike Hall, Lyle Fessenden and Bill Filer from Erickson & Hall Amuse. get the low-down on the products at National Sports Games from Kim Cook & Greg Sullivan.



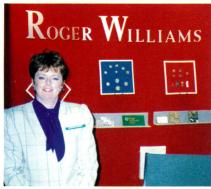
These ain't no ''fuddy duddies'' with Fuddy Duddies . . . it's Emily & Ron Yaffe (in front) with operators Eddie Aldrige, Lisa Ferguson and Laura & Tom Wyscaver .



National Ticket's Brad Vail and Bill Owen were happy to help all attendees with any questions regarding tickets and redemption. Here they are at their Expo booth.



SD Technologies (a division of General Video) offers high-fidelity sound systems for locations. With their superb speakers are Wendy Todd and Emery Kertesz.



Sheila Dellacona of Roger Williams Mint was once again at her firm's Expo booth taking orders for tokens and other medallions. The company does nice work!



Asahi Seiko's Mike Welter happily showed his firm's line-up of all-plastic joysticks, as well as baseball card dispensers and a variety of coin doors and mechs.



Ted Furkin of The Silent Partner-fame at his booth with daughter Tammy Roberts. His computer software continues evolving to keep pace with busy operators.



Deltronic Labs' Steve, Molly and Colin Horniak pose for a nice show & family photo. They showed the new keypad system for their *Ticket Eater* and dispensers.



The Amusement Equipment Exchange's Jeff Berg and Tom Leon with large-scale novelty items. They also showed nostalgic antique kiddle rides. A fun booth!



Debbie Goeller, Jeremy Tepper and Sandy Sabulsky at the Mobile Records Booth. They highlighted their new *Street Beat* publication for music operators.

offering world soccer action for one to four players. And, Macross from Fabtek is a new vertical flying game.

Irem America Corp. had two fine products, both kits: The Irem Skins Game which features incredible graphics including a very realistic golfer in the foreground (looks digitized, but isn't). Players can choose one of four characters — a big power hitter with long range but less accuracy, a "magician" who can hook or slice, a technician who can do lots of spin, and the "golf pro" who's an all-around player. The screen tells you how many yards you have to cover and the lie of the ball. You have to watch the wind speed and pick the best club for that particular situation. "Anybody can come up and play and make a good score," said Irem's Matt Davison. Irem also showed Hook, which follows the movie plot with a fast-action fighting game. Players can choose to be Peter Pan or one of other oversized characters from the story. It's a 2-4 player kit. Both are shipping

Jaleco USA, Inc. showed their beautiful sitdown video *Wild Pilot*, whose release date is uncertain. As the title indicates, it's an aviation simulator. Two players can share the bench seat and control the red biplane, which is viewed from behind and above, as it speeds between cloud ceilings and floors, blasting away at a huge variety of aerial enemies and targets.

Jaleco also showed Arm Champs III, an arm wrestling novelty in a gorgeous dedicated cabinet. The player pushes against a robot "hand" — competing against nine cartoon bad guys whose faces are shown on a video monitor. A street fighting video called Big Fight is coming in November or December. Release plans for Jaleco's soccer video Big Striker haven't been announced yet. They also showed a very handsome sitdown universal video cabinet.

Kaneko USA had a two-player street fighting game, Shogun Warriors. This horizontal kit is already wired for the JAMMA harness. Kaneko's Explosive Breaker is a two-player vertical kit featuring flying, shooting action and digitized graph-





Tornado awarded a plaque to their ''Distributor of the Year,'' Hanson. Pictured, Dave Courington, Hanson's Scott Nelson & Dave Gabriella and Mick White.



Mayoni's Isaac Ben-Yehuda and Oscar Robbins were at their booth to show the latest in their line of impulse novelty equipment. Nice guys with nice machines!



Video Lottery Consultants guys Jerry Ritter, Jeff Flatness, Struve's Stan Larsen (one of our buddies) and Dave Armstrong of Mountain Music and Games.



Fernando Galeb and a big bunch of happy Mondial reps and customers at their busy Expo booth. Behind them is the Planet Earth *Flip-N-Win* street redemption piece.



Arachnid's Video Lottery Div. guys Kevin McNair and Brad Bennehoff were proud to show the all-American colors of their *Lucky Touch* video lottery unit.



Imagination Leisure's Jim Fish, Dick Simon, Richie McGrath were pleased to promote the profit-making features of their top-scorer unit for their *SST* table.



At the Betson booth with the new *Diggers Prize* are George Angermeyer and Bill Seibert. It's a fun and colorful 2-pl. redemption skill game from Cromptons.



Mr. Vend had their impulse novelties, as well as kiddie rides with their special control box. Pictured are Simon & Lynn Grill pointing to their 12th anny banner.



Skee-Ball's Alec Sprouse, Pat Talmadge and Joe Sladek with their new *Tic-Tac-Toe* roll-down game, based on the classic game. It's a super nice looking piece!



The friendly guys at the Amusement Emporium were happy to assist showgoers with their parts needs: Ray Roy, R.J. Wertheimer, Steve Kay and Jon Alvarez.

ics of science fiction-type space ships. Both kits are available now.

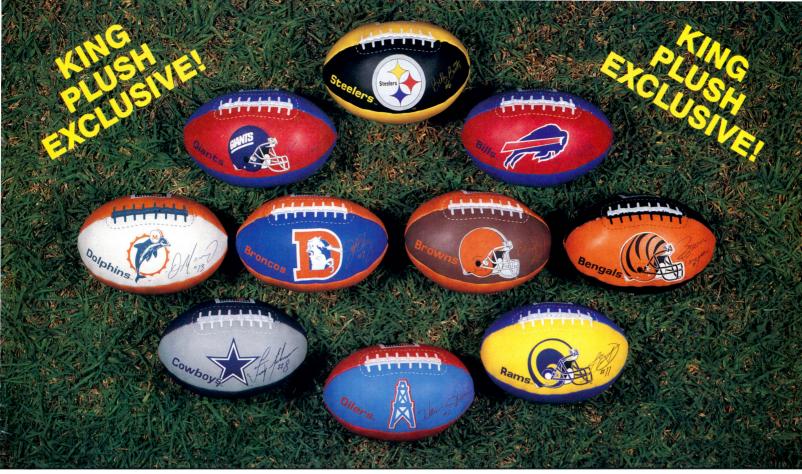
Konami's dedicated two-player video gun game Lethal Enforcers was voted as "best new product" shown at Expo by AMOA members. The upright depicts terrorist situations in airports, etc. with very fine graphics. Players shoot and reload six-guns as they pick off the bad guys, sharpshooter style.

McO'River was sticking with their Aero Fighters, and why not? Those big blowups of the RePlay Player's Choice charts, showing the game riding high in the ratings, said it all.

Namco's Final Lap 3 is the most impressive yet in this series of driving simulators. The two-player sitdown version features two screens and moving cockpit action; up to eight player stations can be linked for interactive gameplay. An upright is also available. Fighter & Attacker is a vertical video kit offering players their choice of 16 types of jets.

Sega's ultra-sophisticated dedicated driver Virtua Racing was probably the hit of the JAMMA Show in Tokyo (late August). It also won plenty of super-favorable mentions at AMOA. It's available in a single deluxe sitdown unit with molded auto-type body, and a twin sitdown with two monitors. Either way, you get a widescreen monitor. realistic polygon graphics, and the player's choice of four viewpoints (in the car, above it, behind it, etc.). Multiple units can be linked for interactive gameplay (up to eight players). Yes, it carries a good-sized price tag, but several operators we spoke to said with utter confidence that ROI would be there for years to come. Sega's Stadium Cross is another fine simulator, also linkable for up to eight player interactive action.

Also from Sega: Golden Axe II, Revenge of the Death Adder. This dedicated game for 1-4 players has a 25" horizontal monitor and uses System 32 graphics to offer very involving fantasy worlds and your choice of mystical heroes and heroines (our favorite is Dora, the Valkerie-style half-horse, half-woman who kicks the stuffing out of the bad



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FLIP-N-WIN: WHAT IS IT?

It's a combination of skill games and electronically automated dispensing units all in one cabinet. It's just like an arcade redemption center, only it's much smaller and without the requirements of an attendant and requires a lot less initial capital investment. Like an arcade redemption center, players have a blast playing the skill games and building up their score and trading their score for all types of various prizes. FLIP-N-WIN has incredible earning capability. As much as \$55 an hour. All you need to do is provide good locations like bowling centers, bingo halls, large pizza parlors, sports bars, night clubs, billiards halls, truck stops, retail stores, skating rinks, bars, etc. Basically, any location with good traffic flow will make an amazing amount of profits. FLIP-N-WIN is designed to be appealing to people of all ages.

FLIP-N-WIN: HOW DOES IT WORK?

Player flips coins at 27 different targets that range in score value of 1 to 1,000 points. The flipping game is <u>all skill</u>. It has lots of player flexibility and can hold 1 to 10 coins at a time. Scoring is accumulated as coins are flipped out, fall in or hit 1 to 27 different scoring targets. The huge LED displays the total score of all coins flipped as well as displaying the score of the last coin flipped. Players can trade and use up their score at any time by selecting one or any combination of prizes. Everyone can be a winner every time. You can set the machine so that even if a player misses all the targets, you can give him a consolation score that he can redeem for the minimum prizes. This feature also stimulates player excitement and builds confidence to play more so he can build his score higher to win bigger prizes.

FACTORY RECOMMENDED COMMISSION STRUCTURE

The factory has been testing FLIP-N-WIN in the field through a local Los Angeles game operator. After months of testing, we found the most profitable way of operating a FLIP-N-WIN redemption center is 25% for the location; 25% product costs; and 50% for the operator. This will keep locations and customers happy and be very profitable for you.

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FEATURES

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fully automated, coin operated, and skill game all in one.



OPTIONS AVAILABLE

- 1.) FLASH PACKAGE: Jazz up your FLIP-N-WIN with color, chrome plating, flashing lights, 3 dimensional back lighted decorative panels, extra glass & moving targets, a win & attract cycle and exciting digital sounds.
- 2.) NEON LIGHT PACKAGE: Make your flash package look really hot by adding neon lights. Have you noticed how all the big arcades, movie theaters, restaurants, and retail stores now use neon everywhere? Well now Planet Earth offers this as a brand new concept for a coin operated machine. With this option your FLIP-N-WIN redemption center will come alive. Players will be drawn to the machine like a magnet. This option will pay for itself in a matter of weeks.

3.) BIG SELECTION PRIZE REDEMPTION DISPLAY/DISPENSER:

Add this option to the purchase of your FLIP-N-WIN and this will stimulate much more play action. By displaying high point items, players are encouraged to spend more money as they build up their points high enough to win the top prizes. It's clever because the prizes are displayed in front of the player at all times. It really stimulates him to play and play past the point of no return.

4.) BULK REDEMPTION / DISPLAY UNIT: By adding this to your FLIP-N-WIN, you'll be

able to do many things. First, you'll take a big strain off of your big prize redemption dispenser. By allowing you to give out a high volume of low score value items. Secondly, you can adjust it to give a player a consolation prize. Thirdly, you can now offer a player a prize for a minimum score. Fourthly, a player can use up the balance of his score after he selects bigger prizes. Very flexible, it dispenses





Patents Pending

Patents Pending

5.) OPTIONAL ROTATING PLATTER DISK:

anything from candy, gum, peanuts, to capsules, eggs, etc.

This option takes the place of other coin collector bowls and targets. This option is amazing and incredible how appealing it is to all players. It might look like a game of chance, but really it's 100% skill. It's very challenging. The player goal is to flip a coin and land it on top of the disk in a specific area so the wiper will precisely wipe it off in one of the 20 holes. The player and spectators love it. It's exciting and fun to watch it work.



Patents Pendi



William B. Faith, the creator, is proud to bring you Flip-N-Win. After three years of elaborate R&D, market research, and field testing — It's here! An arcade redemption center, sized down and automated for street locations. Mr. Faith has also created a new company for the global distribution of his new line of products —Planet Earth Entertainment.



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guys). A worthy sequel to a major

SNK is pinning high hopes on their latest system update. The Art of Fighting. It's a two-player street fighting game with a wide choice of characters, each with his own unique moves, and a new level of realistic graphics including detailed, always-moving backgrounds and characters who show the physical effects of blows they receive. SNK's

World Heroes was also on display. fresh from a recent appearance atop the RePlay Player's Choice chart.

Strata Group pleased the bloodand-guts street fighting crowd with their dedicated two-player upright. Time Killers. It's got violent effects. including decapitations and arms being chopped off. Ironically, all this mayhem is rendered in "pretty" 32-bit graphics that almost look

like watercolors. Cinematic stereo sound and a unique five-button control for each player makes this one stand on its own.

Taito America highlighted their nifty four-player, two-screen shooting game Operation Gunbusters. The 32-bit graphics package offers plenty of suspenseful action: players battle their way through deadly sci-fi mazes, seeking to destroy enemies who are specifically targeting each player. It's a "get them before they get you" strategy.

Taito also had Ring Rage, a deicated four-player upright with 32bit graphics and zoom effect to bring players close to the action. Six different characters go at it in a boxing ring and on the street. Another kit, Fixeight, is a two-player punch, kick, shoot video with topdown view. Taito's Arabian Magic sends 1-4 players on a quest for the Jewel of the 7 Colors, pitting them against mystic enemies with magical powers.

Tecmo did well with their sci-fi shooting video Star Force a few vears back: this time they had a sequel called Final Star Force. Also shown was a World War II themed flying-shooting game called Zing Zing Zip. featuring top-down views of P-52 Mustang fighters as they escort giant Allied bombers and shoot down everything from enemy aircraft to V-2 rockets. One or the other, but probably not both, of these titles will get a November release in the USA, Tecmo said.

Midway Manufacturing (a division of WMS Industries) didn't have any brand new titles, but then they didn't need any with their dedicated fighting game Mortal Kombat earning so much money on location. The game figured prominently in the Williams/Bally-Midway booth, and operators praised the digitized graphics for true 3-D appeal. Williams also showed their Midas Touch video lottery terminal.

REDEMPTION

Alter Enterprises' Fireball lets players shoot a stream of balls at targets. If you feel like playing fireman and putting out a blaze, this is the fun one!





Graphics Package

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At Namco's booth, which sported the brand-new *Final Lap 3* (available now), are Namco's Frank Cosentino with good friend Jerry Marcus (Atlas Distributing).



Bay-Tek folks Carl and Lori Treankler with Terry Hanstedt, showed favorites *Fielder's Choice* and others, with soon-to-be favorite the *Pizza Roll* rolldown.



Looking miniscule in front of a larger-than-life video display of action on SNK's new kit *Art of Fighting* are the firm's sales dudes Jim Chapman and Tracy Tate.



RePlay's Barry Zweben takes a much-needed, albeit quick, break from the floor rounds at one of the booth's for a relaxing foot massage...believe it or not!



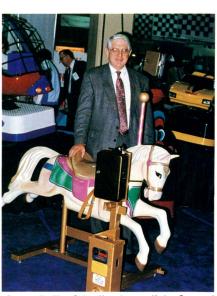
Peter Betti demonstrates Betstar's *Big Choice* touch-screen VLT (poker gameplay). Loaded with features, the game's casino version comes with hopper.



Paul Hurley of Alternate Worlds Technologies looks on as a showgoer tries their virtual reality piece, *Reality Rocket: Wolfenstein V.R.*, shown at their suite.



RePlay publishing man, Eddie Adlum, stops by the Autoprint Corporation booth to see about having a fresh batch of ''Patriarch'' business cards made up.



Carousel's Ken Schaeffer shows off the *Carousel Horse* kiddie ride. The fun ride manufacturer also displayed their new *Lil' Toot-Toot* train. Very cute!



At the Video Gaming Technologies booth, pretty Kathy Yarbrough strikes a pose by their *Riverboat Queen* VLT. The company is currently seeking N.J. approval.



The RePlay photographer came by the Hamilton booth just in time to catch the firm's Gary Calhoun showing Illinois operator Don Riggs a bill changer/stacker.



Bill Beckham, Cristy Cumberworth and Alan Hutchek at their Red Baron Board Exchange booth. The firm offers a wide variety of new & used PC boards.



Happy D&R Industries guys — Don Canfield and Lynn Ruber — with their championship billiard fabric (so great, those handsome jackets are made from it!).



Baton Lock & Hardware Company had a nice new booth to help show off their *U-Change-Combination* lock. Pictured are Ray Chavez and Kris Newman.



Two friendly ladies at the Music Operators Service booth — Roz Grajeda and Rita Hopple. The Fullerton, Calif. firm specializes in 45s and CDs to jukebox ops.



Tommy Gate, ''the original hydraulic lift,'' was once again on display for AMOA attendees. The firm's Brad Hansen was happy to demo the unit shown at right.



Van Brook of Lexington's Virgil Vance & Jack Spence, in this photo with *RePlay's* Barry Zweben, showed their *Token Tech 2000* high-security dispensers.



Showing the *Golden Touch II* video keno game (available in 19" or 14" monitor versions) is Pars Electronics' Jon Hafezi. This model is available now

Bay-Tek put the spotlight on their new *Pizza Roll* rolldown game. It talks, it sizzles, it's fun! Their line of baseball and clown-themed rolldowns were also displayed.

Betson remains a huge factor in the redemption market. New things from them include Diggers Prize, coming in mid-November. This twoplayer skill game features an oversized display window. The bright vellow cabinet is the same color as a construction crane. Inside the cabinet is a vellow metal "articulated digger arm" that will remind every kid in America of Mike Mulligan's Steam Shovel. You load up the gumballs or prizes onto a moving conveyer belt: the belt cranks them up to the top of the cabinet, before dumping them into a hopper. Nifty!

New additions to the Crompton line (imported exclusively to the USA by Betson) were stylish coin pushers called *Gold Coast* and Rio Carnival. They featured higher, sleeker cabinets.

At the Betstar booth (a joint venture of the Gauselmann Group and H. Betti Industries, Inc.), visitors saw a beautiful, black, two-piece cabinet which housed a redemption video shooting game called Super Marksman. One short cabinet segment holds the pump-action shotgun; a tall, separately standing segment has the monitor and ticket payout.

Bob's Space Racers won the AMOA award for the best large booth. They showed their usual sterling lineup of exciting redemption pieces including Sidewinder, the steering wheel, ball rolling game.

Bromley, Inc. showed Clay Shoot, a one- or two-player shooting game with the usual classy presentation and classic appeal of all Lauran Bromley pieces. It featured two rifles mounted on the control panel of an upright video-style cabinet and 100% solid state electronics. Bromley also had Quarter Mile, a pachinko-type driver with steering wheel on the control panel. Fun stuff! Both titles should be shipping now.

Bundra Games proudly exhibited Neck-N-Neck, a video redemption piece with animated graphics and horse race theme. Believe it or not, there's some real skill involved as



76"H (193cm) 32"W (81cm) 38"D (96cm) Weight: 450 lbs. (204kg)

The Game Creator

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you press the button at just the right time to make your horse jump cleanly over the steeplechase course. Nice work, Frank!

Capcom bowed its new redemption division with Mega Man: Dr. Miley's Revenge a pinball-type game. It's not slated for release until 1993, but Capcom wanted to show it intends to make a major, serious effort to provide product to this niche as well.

Coastal Amusement Distributors offered a sitdown-style rolldown game called BankRoll, featuring a

wheel of fortune-type backboard and a large, three-color dot matrix display. It's available now. Also from Coastal is a Harry Levy exclusive from England: Mardi Gras is a six-player, six-sided coin pusher (four-player version also available). It features sensational airbrushed graphics, including an overhead attraction display. Music is part of the fun package on this one.

Coin Concepts, Inc. showed The Watch Crane, a two-player crane that offers a glittering display of wristwatches to tempt players.

CCI's Bouncing Buc is a coin pusher, themed around a cute bunny rabbit. And their appealing Froggy has been revamped; it's now fully enclosed and works on a ball-launcher basis. Two sizes (3' and 6') are available.

Data East showed, once again, its two-player head-to-head ping pong ball shooter novelty, Lizard Command. It features pop-up cartoon aliens in big "armored vehicles" facing each other on the playfield.

Doyle & Associates offered Jack & Jill, a two-player ball-toss game that has you aim at two yellow plastic buckets affixed to the backboard. It's available Nov. 1. Doyle also showed Dump the Ump and other hits of their quality redemption lineup.

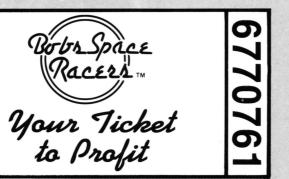
Fabtek kept its hand in the redemption market with Jungle Joggers, the beautiful pachinko style piece with jungle animal graphics and sounds. Also from Fabtek, Farmyard is a ball-toss game offering different "animal" targets; if you hit a target, you hear that animal make his characteristic sound. Time Trials from Fabtek is a 1-2 player, reaction-testing, countertop game featuring a drag racing theme.

GaMCO's Ron Yaffe is excited about his new redemption import division. It's called International Game Marketing. They had some snazzy new items like the Screen Sports trivia/video lineup game. Grid Iron is another new piece; both are shipping now. Of course, the firm's Fuddy Duddies rolldown is continuing to gain worldwide success. Updated versions of Adder Number, Jack in the Box and Battleships (titles from Maggi, exclusively available in the U.S. through GaMCO) were also shown.

Games of Tennessee was "pushing" Pot O' Silver, a coin pusher with ticket or sports card dispenser capability. A display case and flashing light are available with this one.

Kaneko had the funniest redemption game of them all in Egg-O-Matic, featuring a mechanical chicken laying dozens of "eggs" (the player had to skillfully transfer them into a dozen-egg-carton.

Lazer-Tron's Spin To Win came out last summer, but many opera-



Redemption



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RePlay staffers (from right) Carolyn Lokken, Debbie Anderson and Key Snodgress catch up with the Irem clan for this "Hello from Expo '92!" photograph.



At Belam, are Ago Mensah, Simon Deith, Alex Perner, Mary Tacury, Marc Haim, Brian Rose and Peter Bonadonna. (If you failed the Wico caption test, try again!)



A national parts supplier, at Expo Tekbilt concentrated mainly on showing their bill acceptors. With their "stuff" is Sue & Buzz Bruner, Thomas Tol and Jim Chaney.



Good-lookin' guys from Coin Controls are Dave Ellwood, Nigel Fearn, Ian McCormick, Vince Di Vincenzo and, from Betson, (also a good-lookin' guy) Carlos Molina.



The Wico crew: John Gideon, Rich Santercola, Frank Fortunato, Mike Rudowicz, Steve Butter and Ray Sprayberry. (Hope you paid attention, there'll be a test!)



Flanking their 33'' color monitor, the Hantarex group are (from left to right) Peter Chlopek, John Hickey, Kevin LeBlanc and Ray Fontana. Terrific group of guys!



Eygo's full booth of folks included Mickey Chen, Chris Debrecht, Albert Chien, William Rivero, Mona Chien, Lucia & Jaime Villegas and Pascual Carneto.



At Digital Disc of America's display booth are Dave Loethen, Mario Lombardo and Rich Grant. (Mario is contemplating what tune he's gonna play next...)



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TO: THE VIDEO GAME INDUSTRY AND PLAYERS

SNK's "ART OF FIGHTING" is the first NEO-GEO game to use over 100 megs. This, in and of itself, is not particularly significant. What is significant is to what effect we have used existing technology to create a superior game at the cutting edge of video game technology.

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After the introduction of the NEO-GEO MVS (or Multi-Video System) at the end of January in 1990, our company has worked hard to popularize our products through a variety of promotional and sales activities thoughout the world. As a result of our efforts, we have not only proven how good our products are, but we have shown the benefits our products bring to our dealers and users as well.

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Smart's Larry Berke with a ball-toss redemption pieces featuring graphics of Ronald McDonald and friends the result of a recent deal with the fast food giants.



The Standard Change-Makers booth was chock-full of interested folks when we snapped this pic. Explaining their changers to his "audience" is Barry O'Brian.



Big Ten showed their new Fortune's Favor, a s/d vidpoker game. Pictured: op Ross Furman, Paul Meissner, Darla Kelman, Vince Kyle & op Steve McCarthy.



The MicroCoin booth featured the company's electronic multicoin validator system. Flanking the unit are MicroCoin folks Frank Schubert and Ron Rollins.



From the down-home state of Tennessee . . . Dresden, Tenn.-based CD Jukebox Kit Co.'s Tim Sharp demo's the musical wonders of the firm's CD conversion kit.



The Wells-Gardner booth was home to several of the firm's monitors, including their *Prismatic V1000* model. Pictured are John Pircon and Jeff Gardner.



Fun Industries/Johnston Products' Mel LaForce (right) and operator George Martin (Melo-Tone Music) check out the company's exciting promo piece, *Cash Cube*.



The *RePlay* photography crew caught these enthusiastic smiles from United States Amuse. Auctions' Ric Stephan and pretty employees Michelle & Bea.



We caught these happy smiles from ops Ken Frith and John Joplin along with Royce Green and *RePlay* editor extradonnaire Marcus Webb at Green Coin's booth.



Eagle Lift's Jerry Mathison stands in front of his AMOA Expo booth as an interested operator checks out the intricacies of hydraulic lift gate suspension.

tors didn't actually get to play it until this AMOA Expo. The rolldown, themed around a wheel of fortune, is a natural winner with supersnazzy graphics, LED score lights, etc. Gameplay cleverly links specific strategies of turning the wheel on the backboard, to ball rolling outcomes, for different levels of ticket reward. Lazer-Tron also showed Super Bank-It, an upgraded version of this creative title.

Maxima Entertainment Corp. showed six versions of its Sunset Crane. The latest is a big two-player unit; it's available now.

Meltec's still "hopping along" with The Great Frog Race, a fun and funny sitdown ball-shooting game featuring big-mouthed frog targets with wagging tongues. The frogs go "ribbit" when you hit the target and the more times you hit, the faster your animated frog goes in the backboard race which is announced by a synthesized voice. Meltec also showed its other classics — Big Mouth, Knockdown and the western-themed Shootout.

Namco-America showed Bubble Trouble, sequel to Golly!Ghost! featuring a video upright type cabinet, with animated action superimposed over a 3-D diorama. Intriguing and beautiful. Namco's Football is a simple but appealing rolldown with a classic gridiron theme which is not just apparent in the fine graphics; the football theme is also melded neatly into gameplay. Great sounds, too. A prototype of Knuckle Crunch was also on display in Namco's booth. It's a two-player, head-tohead, speed reaction tester. The slower player gets his hands hit by a soft hammer.

National Sports Games had a new baseball pitching game called *Pitch Hitter* available now. You throw a real baseball; it's a handsome match for their popular football toss game, *UB-QB*.

Noel Industries, Inc. offered LAX, which is not an airport but a four-player, four-sided lowboy rotary merchandiser (with four years of successful track record to back it up). They also showed LAX Jr., an upright one-player rotary merchandiser with a self-feeding mechanism. Execs said this latter unit has

Alvin G. & Co.

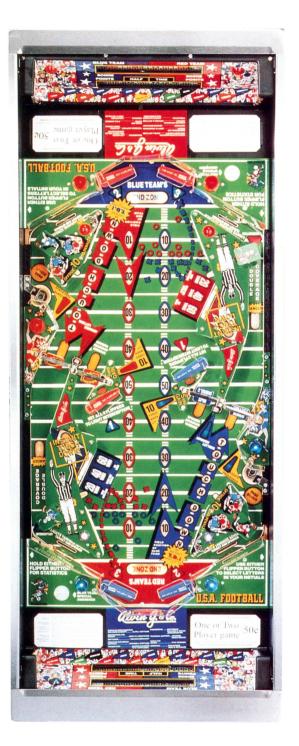
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been placed in Wal-Mart, the current Mecca of coin-op locations.

Premier Technology showed Super Mario Mushroom World, in a lower-level pinball-style cabinet, featuring gameplay that's simpler and more kiddie-oriented. We heard lots of positive comments about this piece from some very professional operators.

Romstar previewed Gear Grinderz, a large three-player group race game with truck theme. Truck movement is controlled by how skillfully the player applies pressure to the gear handles at his control station. Romstar's first all-out, non-video redemption game, it ships Nov. 7.

Sega maintained its presence in the redemption field with their interchangeable skill maze games: Awesome Loop, Awesome Rat and Hi Tension. They're simple but fun and also addictive. Operators will love the price and earnings.

Seidel offered their usual classy assortment of rolldowns like Quakers. Ed and Phyllis also dropped hints about the November debut of next-generation versions of two Seidel classics: Pokerrino and Twenty-

One. They've just moved to a new facility across town, too, so lots happening here.

Skee Ball's Tic-Tac-Toe is a skeetoss game, somewhat like the famous one this firm is named for. Except with this game, you throw four balls at one time, and you aim them at a tic-tac-toe grid. Operators we talked to mentioned it as a top pick and we can see why: fun gameplay, snazzy light-up backboard, winner light, a handsome marble-type sideboard and chrome trim on cabinet and seats...it all adds up to an instant classic that's also easy on the eves. Betson handles distribution on this one. Skee Ball also had their kiddie game Skee Toss B.C.

Smart Industries had some promising new games to choose from. Their Watch Crane, is glitzy one-player unit with a big display area. Its shelves are specifically designed to hold and highlight watch cases. Smart also featured two of their new McDonald's line of products, featuring zany characters like Ronald McDonald and his friends. One was a ball-throwing item with graphics of Ronald McDonald holding a catcher's glove on the backboard;

the other was a McDonald's version of Smart's Shoot To Win basketball classic, featuring small balls.

Star Manufacturing showed a new vender called Star Cards in two models, a six-vend and a two-vend. Either way, it vends baseball cards in singles or paks, and features a scrolling marquee and lighted display. Star also showed its golfing simulator Pro Challenge.

Taito's whacker-style video Monkey Mole Panic got many positive responses from operators at AMOA Expo '92...and no wonder. Available now, it offers simple cartoonlike graphics of animals popping up in three rows of three holes; the control panel features corresponding pads which the player must hit. Additional video screens show cartoon animals lifting barbells; players must push down on control pads in strength-test mode to win this "weight-lifting" contest. Up to four games can be linked for competition, too.

Vari-Tech had a new upright skill game called Danger Mine which lets players stand at the upright cabinet and control a steering wheel, trying to guide a series of balls down a sloping, slanting path on a backboard whose graphics resemble a western mine. Ticket payout and playing time are selectable. Background sound ads to the fun. Also shown by Vari-Tech was their traditional line of skill and midway style games.

Williams Electronics debuted a nifty ball-launcher game in a pinball-type cabinet. HotShot Basketball lets players hit a button to catapult a tiny basketball (just a couple of inches in diameter) at the hoop and backboard which are positioned on a moving stand, at the far end of the playfield. A clear, curved plastic hood keeps players' hands away from the ball and off the moving parts. The game dispenses tickets or baseball cards, and it offers five ways to play including 2-4 player tournament style competition and multiple unit linking capability. Dotmatrix graphics, music, sound effects and colorful graphics round out the game.

PINBALL

Alvin G. & Company (headed by pinball great Alvin Gottlieb) debuted another two-player, head-to-head



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Left: The Bettelman family of C.A. Robinson fame — Sandy & Adrea, Leah and Ira — touring the AMOA show floor. **Center:** Alan Bruck and Al Rodstein greet Williams' Steve Kordek by the latter's product-full booth. **Right:** Distributing dudes Music-Vend's Charlie & Mary Galante with Lieberman's Steve Lieberman and Glenn Charney.







Left: Nice operating guys Jim Sparks and John Pierce from Whiteco Industries. Center: Lovely ladies at the Green Coin booth are Laverle Franzen, Jan Green and Dot Mars. Right: RePlayers on their way to a lunch break in the beautiful Opryland Hotel, Barry Zweben, Carolyn Lokken, Debbie Anderson, Ingrid Adlum and Marcus Webb.







Left: A nice coin-biz family takes a relax from the busy showfloor — Sharon, Stan and Ruth Harris. **Center:** At the banquet, AMO-Tennessee executive director Sharon Stone and Sen. Ward Crutchfield (from Chatanooga, Tenn.). **Right:** Over by Pioneer's jukebox/karaoke booth are the firm's Dave Drouilliard, Nick Stratas and Nick Fokakis.







Left: R.A. Green III and his grandmomma Mary Lee (Mrs. Royce A. Green Sr.) with sisters Elizabeth Mosely & Lisa Anderson (& hubby Jimmy). Center: Nice Toronto ops, Roman Vendrov, Mark Lunansky, Erwin Pesses and Barry Kruger (Bumper Action Amuse.). Right: Rock-Ola's Frank Schulz and Glenn Streeter with RePlay's Tippy Adlum.







Left: Two nice Williams guys Brian Bilicki and Joe Hartmann take a break from their busy show activities for a photo. Center: John Estridge and RePlay's Eddie Adlum raise their coffee cups in a toast to Nashville. (Great idea, Johnny!) Right: Some of our good Wico buddies, Mike Rudowicz, Vartkes Sinanian, Frank Fortunado and Glenn Freed.



Aristocrat's new gaming line-up features all printer/hopper games such as *Treasure Island* and *Clock Wise*. Pictured: Ray Hibarger and Tim O'Reilly.



Valley's Bill Nemgar visits while doing "booth business" with friendly Colorado operators Jack and Jo Anne Hackett. A bunch of real nice folks to be sure.



Electro-magnetic counters were on-line at Contex's AMOA booth. With an array of counters and other components are Kenji Hyuzaw & Shigeru Tsukakoshi.



Is it a Las Vegas lounge? No, we're still in Nashville at the Action Lighting booth. Here, Charlotte Reid stands amidst a backdrop of colorful lights!



Classic, Inc.'s booth boasted such goodies as plush, large gumball machines and the sport-card-dispensing Sports Authority trivia vid. Pictured: Seth Stadtmauer.



Games of Tennessee, Inc. showed a snazzy new coin pusher called *Pot O' Silver*. GTI's Jim Brown tells us it's available with display case and/or flashing light.



Hal and Carolyn Koughn stand by their Standard Metal Typers. It seemed like no one could resist printing a name or message on a token or two. Busy booth.



Duke dolls Sharon Crafton and Malinda Draper smile for the camera in front of Duke Distributing, Inc.'s display, which featured several exciting eight-liners.

flipper game. Available now, this one's called *USA Football* and it features touchdowns, field goals and extra points, all achieved via flipper skill. Offensive and defensive flippers are complemented by drop targets which advance "yardage lights," etc. Seems like a natural. Also shown at Expo '92 was Alvin G.'s first traditional pinball, *World Tour*. This one comes in bright red cabinet and is themed around a rock star on the road. It ships Dec. 1.

Data East zooms you to a galaxy far, far away with Star Wars, featuring a miniature, animated R2-D2 on the cabinet and a Darth Vader helmet sitting atop the backbox. Shipping to the States in December, the pin offers a handle which lets players raise and lower the Death Star on the playfield. Luke Skywalker, Princess Leia and all the favorite characters are included. Musical scores from all three films are featured on the stereo soundtrack. The dot matrix display includes "hyper space" special effects. Also shown was their Lethal Weapon 3, still selling fine in the USA.

Premier Technology went "back to basics" with the timeless theme of pool...in a pinball machine! Cue Ball Wizard actually features a cue ball on the playfield. Players can shoot the cue ball into the eight ball and score jackpots during multiball play. "It was a pleasure to see operators standing in line eager to play this hot new flipper game from Premier," said one friend of the company. Country music and countrywestern graphics complete the player-appeal package. The operatorappeal package includes the firstever "tournament switch." located right inside the front door of the game. It lets operators convert play specials such as extra balls, replays, etc. into point values. It also equalizes play to ensure no competitor gets unfair advantage.

Williams caught a whopper with Fish Tales, which actually began shipping in September. It features an innovative "fishing rod grip shooter," a revolving, bait-casting reel on the playfield, a fish finder, and a flapping 12-pound walleye mounted on top of the game.

Players will be Dizzy with Delight



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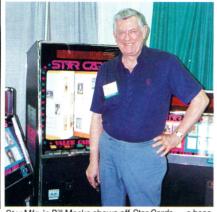




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Star Mfg.'s Bill Macke shows off *Star Cards* — a baseball card vender, featuring a scrolling marquee and lighted display and can vend single cards or packs.



Klopp Coin Counters' Jack Lanagan (right) expounds on the features on his company's product to customer Tim McLennan of J.W. Vending. Great work, Jack!



Coastal Amusement's Len Dean and Harry Levy (of coin pusher manufacturer fame) flank the company's new four- (or six-) player pusher *Mardi Gras*. Great art!



"Driving" the Wal-Mart truck are Just Kiddie Rides' Jerry Reda and Eric Torres with Joe Farley (Pachinko Palace). This booth featured five other new rides.



Muncie Noveity's booth featured friendly owners Bob and Claudia Broyles. This Muncie, Indiana company (thus, the name) manufactures all types of tickets.



Innovative Concepts in Entertainment's (ICE) fun prexy Ralph Coppola (right) chats with Dave Forman near his popular *Putting Challenge* golf simulator.



Merit's export sales agent Mireille Chevalier spends time with customers Marc Leballanger and Murielle Lavole. Both hale from Avranches Automatic, France.



Rowe's currency div. showed their complete line of bill changers and acceptors. That's new Western Reg. Sales Mgr., Wayne Marion, a 25-year industry vet.

From Williams's sister company, Midway Manufacturing, comes a new pinball called *Dr. Who*, based on the popular British sci-fi TV character. This one features the design touches of Bill Pfutzenreuter, such as seven different player-selectable playfield areas, representing the seven disguises of Dr. Who. A three-level mini-playfield corresponds to the "Time Expander" which plays a key part in the plot. This licensed title is clearly aimed at the European market; the U.S. market should see it in December.

Williams also showed their *Black* Rose, featuring a swashbuckling pirate theme and a "cannon" that fires the pinball (slowly) out of the backboard, down a ramp, directly at the player. Yo-ho-ho!

MUSIC

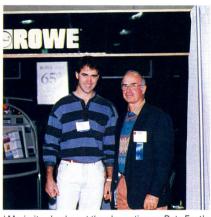
NSM introduced a significant update for its CD phonograph line. The Performer Classic is new inside and out. Its styling does have a clear family resemblance to recent NSM jukes: black cabinet; big front glass panel to show off the CD mechanism; chrome trim and mirrors. The inside is "fully automated" with new software for the built-in computer. Using this software, operators can do all kinds of things automatically (turn scores of features on and off at different hours, change pricing, background music, credits, etc.).

Rock-Olamade its maiden appearance under the helm of Southern California jukebox mogul Glenn Streeter. The firm bowed its Gala, a nice cosmetic update of its basic CD floor model juke. This phonograph features 280 watts of power and 10-band equalizer; six-speaker, three-way sound; and on-location account audit and optional data printout. An illuminated keyboard selection system is complemented by the CD album cover art display. A \$1/\$5 bill acceptor is standard along with the coin acceptor.

Wurlitzer's jukes stood tall with the lovable Chuck Arnold on board doing marketing and sales. They also had a new player mechanism. Top of their line is the handsome New York, New York CD which combines hi-tech and tradition in its







Left: Belam's export specialist Ago Mensah greets Israel distributor Pini Spielman (he's from Tel-Aviv). Center: Paul Moriarity checks out the play action on Data East's popular Lethal Weapon pinball. Right: A nice father-and-son photo of past AMOA prexy Clyde Knupp with son Dave over by the Rowe jukebox/bill changer booth.







Left: One of RePlay's favorite young operators, David Jackson (Action Jackson, Malden, Mass.) with one of our favorite RePlay gals, Ingrid Adlum. Center: Joel Hochberg of Coin-It checks out Capcom's X The Ball game. Right: No, it's not Blues Bros. Jake & Elwood...its the Babich Bros.! Mike & Rich tour the floor in style!







Left: We just can't resist these nice family photos...this one of Sega's action man Ken Anderson, daughter Debbie (RePlay) and lovely wife Angie. Center: Our good pals Dave Sheehan (J&J Distributors) and Capcom's Dennis (wearing "the" tie) Sable. Right: Newlyweds Bruce (Mondial) and Saron Sarkisian. Congratulations!







Left: In deep conversation, Betson's Joe Cirillo, Williams's Joe Dillon and Betson/Imperial's Joe Migueles. **Center:** Polaroid's John Callan, Capcom VP Jeff Walker and Capcom attorney Ian Rose with the well-received photo booth a the firm's dealer meet. **Right:** Frank Ash & Tom McAuliffe with Myra Russell, Dianne McAuliffe & Sharon Ash.



Drew's dudes showed *Dream Jack*, a six-player video card game. Ken Moore and Phil Caldwell say the piece is a natural for cruise ships and Indian reservations.



Good Texas folks: Record Source Int'I's Rich Ringo, Vicki Bowman & Joe Ringo showed a photo booth with various fun backgrounds (custom software available).



Micro Manufacturing's Kymberly Isan and Linda De-Bord "stand by" their new video slot piece, *Magical Odds*. The machine is available as we speak.



Diversified Coin Service had a booth promoting their national account services to restaurants and retailers. Plus, they also were interested in buying routes.



A couple of nice pros from Alter Enterprises: Earl Heller and Ben Mollema. To the left, a player really gets into a game of *Fireball* — one of the firm's pieces.



Mazzco offers a full selection of parts for games, including billiard cloth and balls. Showing it all off are Jill Reams, Karen & Mike Mazzoroli and Michael Lave.



Laser Video Network showed *E-Net*, a c-top touchscreen entertainment system. Above: Bob Douglas, ops Glenn Szela & Ed Cheek and prexy Thom Kidrin.



Great Lakes Darts Distributors' Nicholas Voden and Marilyn Hempel take a break from showing their wares to visit with Northern Amuse. op Doug Smart.



RePlay editor Marcus Webb jots down a couple of Pro Challenge notes while Star Manufacturing President Gaylord Perry and staffer Harry Young look on.



Norcross, Georgia-based U.S. Games showed their Pot O' Gold VLT. With it are the firm's Mike Pace, Mort Ansky and former AMOA prexy Leoma Ballard.

styling. For a simpler look, there's the New Orleans II which stocks up to 50 CDs in a carousel, playing individual CDs horizontally instead of laying them flat. Don't forget Wurlitzer's 1015 remake, the popular One More Time. The glowing, bubbling nostalgia box got lots of fond acknowledgement from country music stars at the AMOA Awards Banquet, where it sat right beneath to the speaker's podium.

Rowe International, celebrating the 65th anniversary of its AMi corporate element, also celebrated an AMOA Merit Award to Distributing VP Jerry Gordon. Rowe enjoyed a good show with LaserStar America, the latest incarnation of their CD-100 jukebox. The "under the rainbow" styling features a dramatic silver arch across the face of the box for a wide-open, inviting look. Not only does the front display have an eve-catching menu of CD album covers, it also has those revolving CDs up top and a user-friendly pushbutton selection system in easy reach. Naturally, Rowe also continues to market its hideaways, wallboxes and video jukeboxes...a full-blown "family of music."

The "new" Seeburg now combines the savvy of Abbott execs like Jack Kapala and Tom Hacker, with the wisdom of veteran Seeburg personalities like Ed Blankenbeckler. Seeburg showed its new Skyline 720 CD jukebox which features 720 musical selections and clean, contemporary styling that does this famous name proud. As the first jukebox factory to introduce CD music, Seeburg is determined to keep its magic name high on the industry roster.

Pioneer Laser Entertainment showed their fine CD LaserJuke and video jukebox products. New from the company is a 300-CD disc autochanger with two playing heads. It can be applied to background music chores; coin-op applications could be a future possibility. Operators also liked Pioneer's new 50-disc CLD player which handles four disc sizes (3", 5", 8" and 12"). Pioneer was offering 0% financing or a free speaker package to interested parties.

Laser Video Networks is right up with the times with their *E-Net*





Shibayama





Goliath

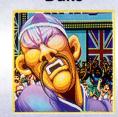


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Gail & Paul Biederman of Biederman Design Labs had a delivery problem, but made it through with flying colors. Here they are with their JAMMA Tester.



Philip Morris' Gail Wills smiles at her company's booth. One reason she's smiling: Philip Morris won AMOA's Cigarette Vending Machine Promo award.



Rich Goldman of American Design Components had a big smile for the *RePlay* camera. This parts company deals mainly in power supplies and micro chips.



The ESD booth proved to be chock-full of coin chutes, locks, and other coin paraphenalia, as well as these two: Bob Matthews and Kevin Kaye. Really nice guys.



Spotlight on Hits offers compilation discs complete with ad packet (decals, strips...) — Ed Fedorchak, Rae Wolff and Al & Tina Conte (Victor Conte Sales).



As you may know, Southland Distributing's services extend from the technical to the export side of the biz. Here, at their booth are Joe Allen and Diego Egas.



At the Kiddie Rides International/Bafco booth, we caught up with Steve Edelstein (at right) and operators Sue and Mark Rowland (Billmar Amusement).



In this photo, Bromley's chief, Lauran Bromley, and staffer Minerva Orta model their new *Quarter Mile* pachinko-style driving-themed redemption game.

touchscreen system; it lets restaurant customers order food, play Nintendo games or watch music videos at their individual tables. LVN also showed some countertop jukeboxes and their online video jukeboxes, about which you'll be hearing more next year.

Digital Disc of America was touting their "Cheetah" mechanism, complete with speakers and changer mech, to convert 45 rpm jukes to CD capability "fast as a cheetah." Besides conversion kits and title page kits, Digital also offered fullblown jukeboxes with their mechanisms inside. Models include the DI 2000; the Golden Age Nostalgia (a 1015 replica whose cabinet comes from California craftsman Mario Lombardo); the Super Cougar (all surfaces are vertical or slanted, so customers can't put food or drink on it); and the Bobcat Wallbox. Quite a line-up!

The CDS Jukebox Kit Co., Inc. displayed a new jukebox conversion kit. It was designed for converting 45 record phonographs to the CD format. The system can also be used in building your own brand-new custom jukebox, said Tim Sharp of CDS. It's a clean, simple change-over, especially good for smaller locations.

Rounding out the music field were booths for one-stops like AMOA's Record Service International, Music Operators Service, and Mobile Records (now publishing Street Beat, a new jukebox journal). Also taking booths were the performing rights societies — ASCAP, BMI and SESAC.

TABLE GAMES & SPORTS GAMES

Arachnid was proudly showing off their *Galaxy* dart game, which can be modem-linked to the operator's central computer for automatic, nightly downloading of league stats. The game itself now comes with a modem built into the cabinet; the operator just has to buy the modem on the receiving end for his office computer. Watch for more exciting news and capabilities to come online with the Arachnid modem system.

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Merit's resident dart pro, Lane Helgeson tries to implant a dart in Wayne Watson's (Atlas Dist.) ear. Merit's Bob Wiles gives the procedure a thumbs up!



Ace Coin's John Haley shows the *Genius* — a CD-ROM trivia-themed game. The unit features some 14,000 questions, 400 moving pics and over 6,000 stills.



Scan Coin's AMOA "show and tell of wares" featured their line of counters and separators (including a special model for route ops). Above is their Per Lundin.



Marcus Webb chats with ASCAP's Bob Sheesley. AS-CAP's star songwriters Pat Alger and Garth Brooks won AMOA Jukebox Songwriter of the Year award.



RePlay's Debbie Anderson says hello to Brian Swanson at the Mr. Vend booth. Brian's company, Daem-co Funriders, makes the kiddie rides for Mr. Vend.



Vendomatic's Steve Rosetti does a "Price is Right" pose with one of the firm's big gumball machines. Company also offers a line of capsule venders.



Bud Light Dart League organizers Craig Stovall and Glenn Remick (American Darters Assn.) showed a variety of dart games from their manufacturer sponsors.



Pictured here are Carlos and Isabel Guerra of the Board Market Co. Their booth spotlighted a unique Chinese Kung-Fu Poker game with a lot of fun features.

Betson told us even Hurricane Andrew couldn't have dented their outdoor, all-weather pool table. This great-looking product from Betson and Gameroom Concepts Unlimited features a gleaming white cabinet and aqua-colored playfield.

Dynamo Corp. was all lit up about Striker, an electronic table soccer game which brings hi-tech to this classic product. The snazzy white cabinet features an overhead aluminum bar with bright red LED scoring. A mechanical version is available, but the electronic version lets players touch buttons on a PCB control panel to select one of three game modes. Transparent goal shields, adjustable pricing and many other features are included. Dynamo also showed their full array of pool tables, air hockey, etc.

Grayhound showed the *Grayhound Pool Table*, featuring championship cloth covering and all-plywood construction. The ball track system is a specially-designed, one-piece unit for high impact and top reliability.

Great American Billiards displayed their Eagle pool table. It's available in 6½', 7' and 8' sizes. They've been in "mass production" for five months, said execs. (The firm also makes a universal video cabinet and a gum vender.)

Imagination Leisure keeps plugging along great with their SST Air Hockey Table. Dick Simon proudly showed off the overhead scoring feature.

Merit was smiling about their Scorpion Stinger. The latest upright cabinet for Merit's electronic darts game, now features fold-down capability. That means you can go "from carton to Cricket in under a minute," said the firm. Plenty of built-in features like "Solo Challenger" gameplay and NDA league stats and feats make this one a winner. Merit also offers free Dart League Manager software with the game.

Playfair Shuffleboard Co. displayed its goodlooking line of shuffleboards in different lengths and cabinet styles, including a handsome wood grain model.

Tornado Table Soccer continued to win fans with their well-construct-







Left: Wally Bohrer, Sharon Harris, Chuck Milhem, Ross Furman and Norm Pink at the AMOA's Welcome Reception. Center: Clyde Knupp says hello to the Harris family—Stan, Sharon and Ruth. Right: Outgoing AMOA prexy Gene Urso, incoming president Craig Johnson and Namco Chairman & JAMMA honorary president Masaya Nakamura.







Left: A lovely — and presidential — couple, Craig and Jana Johnson. **Center:** Jana & Craig with their parents (hers on the left, his on the right) at the reception held in the new AMOA president's honor. It was a proud moment for all. **Right:** A few of the Utah tradesters who sponsored the reception pictured with their man at the event.







Left: Shirley Kerner (Jack's wife, ya know) greets Gem Music's cowboy-hatted Jim Hayes at an AMOA party. Center: Two Capcom folks in Nashville...attorney lan Rose with P.R. specialist Laurie Thornton. Right: AMOA Executive VP John Schumacher with AMOA past president Leoma Ballard (from West Virginia).







Left: Operator Jim Stansfield (Jim Stansfield Vending, LaCrosse, Wisc.) says hello to fellow ops Norm and Myndel Pozner (Amusement Vending, Denver). **Center:** The Kentucky Headhunters really entertained for our troops at AMOA's ''Welcome'' party. (Was a fun event!) **Right:** Gene Urso with Craig Johnson and his cute little girl.







Left: RePlay's Eddie Adlum chats with San Diego, Calif. operators Fred & Charles Gillmann. **Center:** A group of Coin Concepts folks in Opryland Hotel lobby...a new employee with the redemption firm, Art & Gary Warner and Jeff Lankiewicz. **Right:** Don Hesch, NAMA Chairman David Clayton and Randy Chilton at one of the events.



Coin-slot maker Greenwald Industries sported a nice Expo booth. Pictured here are Philip Brown (with coin slot) and Dave McFadden (without coin slot).



At the Mars Electronics booth with their bill acceptors for pinballs are Marueen McLaughlin, Bart Shuldman, Jim Samuel, Debbie Stammel and Dan Gillman.



Gemini Chemical showed their pinball cleaner and polish, which the company swears by (potion cleans antiques, too!) Pictured are Darik and Arell Chapman.



Compuline's *Coin Tracker* is a data retrieval system (can interface with *Silent Partner*). Pictured above: Mark Castellano, Bill Eaton & Larry Hermanson.



Adco Amusement Co. proudly displayed their 25" "unicab" cabinet (avail. now). On either side are Menachem Cohen and company representative, Sara.



Lynde-Ordway's Donna Carpenter demos one of the firm's bill counters while Jay Stewart stands by with that "pretty neat, isn't it?" look on his face.



Talking business at the A-1 Products display booth are (left to right): Fred Britt of Britt Music and Stan and Marta Pearson. Great family-run company.



Advanced Games & Engineering's David Hodge is shown here along with the firm's *Snack Attack* crane. Clever idea, and it's available in a lot of snazzy colors.



Coming at ya from the Giant Gumball Machine Co...It's a giant gumball machine! With it: Tim Bugg and Bob Rogers. It's available now (Mondial has it).



Illinois Lock "Companites" John Jarrard and Karen Nichols showed their line-up of high-security lock paraphenalia. They offer a wide array of equipment.

ed table, featuring all kinds of neat touches and easy-maintenance features. Their broad-based tournament program is growing steadily; it helps support the operator and build gameplay on location.

Valley Recreation Products picked up yet another AMOA-voted award for "best pool table," making it the 13th or 14th year in a row this honor has come their way, said Valley prexy Chuck Milhem. Their "Zero Defects" model is the one that keeps winning, although they have a full line of excellent tables. Valley's Cougar Darts was also shown, of course; it folds down for convenient transport.

NOVELTIES & NOTABLES

The outstanding "other" product at AMOA Expo '92 had to be Capcom's *Polaroid Instant Memories*. Manufactured in close cooperation with the exacting folks from Polaroid, this hi-tech photo booth comes in six different cabinet styles to suit every location. It also works cleaner, takes up less space, and requires less maintenance than many older photo booths, execs said.

Two firms had huge bubble-style gumball venders. One was Vendomatic, whose unit was called The Big Gumball Machine. The other was represented by Mondial, whose version was called The Giant Gumball Machine and is made by the company of the same name. We liked both.

Fun Industries (a division of Johnston Products) once again showed the Cash Cube, an enclosed booth (like a phone booth) that blows a hurricane of dollar bills, coupons, or other pieces of paper around the player, who must grab as much as they can in the allotted time. It's for promotional use only.

We could go on about all the fine kiddie rides, parts and supplies, coin mechs, bill acceptors and validators, plush toys and prize merchandise, etc. shown at AMOA. On the other hand, you can't really reproduce a gigantic trade show like Expo '92 in a single magazine. Read on for more coverage of the AMOA awards banquet and other aspects of the U.S. trade's largest annual show.





Irwin Siegel, Allison Nadel and Bruce Gordon manned (and "womanned") the Nadel & Sons Toy Corp. booth. Cute toys!



Play Ball! Cards & Novelty's Alan Charney was happily showing his line-up of collector sports cards (baseball, etc.)



Acme Premium's Ray Done highlighted the firm's new Mr. OftenGolfer's Frequent Putters Club promo kits for mini golf.



Ace Novelty's Ed Plotkin and Rorie Keller flank Jim from Indian Bowling & Billiards. They have holiday-themed trolls & more!



Prizes! is doing great with Star Caps (plastic mini helmets with collector cards). With Jack Rand is our Carolyn Lokken.



Impressment Plus' Coughlin family -Gene & Mary Louise with Missy Farnham and Andrea & Ryan — great family pic!



King Plush's Pat Klasno shows his exclusive licensed, autographed NFL footalls to Jewell's Concessions' Jewell Jones.



Nanco's George Smith & Arnie Blenner showed their new line of toys — colorful, creative, cute and cuddly creatures.



emption merchandise suppliers do their part to make Nashville "Plush City USA"! trendy and licensed items combine with solid "regulars" for super-earning stuf

Allen Justice, Castle Soseman and Alan Deutschmann featured halloween novelties and cute western scarfs at A.L.D.



Plush Appeal's Peter Christianson and Darleen Hansen showed off their own line of holiday-themed and generic plush toys.



Superior Toy & Novelty's Carolyn Campbell and Dorothy Volaski had many neat check out that moose!



Good guys, good toys at Good Stuff!



Rebecca's Joe Nazzaro and Debora Cherry had all sorts of items from pens, radios and cameras to fun gag gifts.



Quality Plush George & Lee Snyder had a range of plush including very cute Mickey & Minnie Mouses (holiday stuff, too).

of his display of very cute bunny rabbits and bears. Many wear cute fabric outfits.





Dan Brechner & Co. and Cloud Nine's Cliff and Milton Brechner flank operator Evan Brown (from B&B Music) over in front of their nice-looking AMOA Expo booth.



HMS Monaco had an impressive booth of jewelry. At the exhibit are Steve Schulman, Vern Smith (Diamond Jim's), Ira Erstling, Lee Ann Bullard & Bruce Haber.



Fun & friendly folks gather at Laramie Interests' booth: Larry & Tami Morris, John Sullivan, Pete Walton, Rieba & Brent Collins. They had their usual fine selection.



At the Play By Play Toys & Novelty's booth with their goodies: Michael Cardinali, Joe Franta, Barry Lederman, Mark Gawlik, Greg Bickerstaff and Roger Villanueva.



What a fun group of folks! A big crowd of Plush-4-Players and customers gather around newlyweds Cathy & Joe Bates at their booth. They had Christmas plush plus.



M.S. Toy & Novelty's Joan Sharrett, Rick Goodwin, William Mullins, Ray Rodiquez, Kevin Theisen with those cool earth-saving heroes, the "Drip Dudes."



Bonita Marie's great jewelry collection was proudly displayed by David Katz, Maggie Mitchell, Michael Maresca, Bonnie & Lou Cappeta and George Ritacco.



Rosette's great guys, Hal & Phil Steinberg, visit with Eastern Distributors' Phil Sternberg and Ken Kavalkovich in front of the former's cute plush toy booth.





Left: At the AAMACF many-host party the evening before the AMOA show's opening, Bill Glasgow, Joyce Weller and NSM topper Rus Strahan. Right: State Sales' Steve Koenigsberg, Dynamo's Bill (AAMA prexy) Rickett, AAMA's Bob Fay and RePlay Editor Marcus Webb. It was a great event with lots & lots of good eats!







Left: Reno Game Sales' Marty Shumsky greets Dynamo's Damon Paramore over by the tasty dessert table. The party featured foods from all over the U.S. Center:

Alan Bruck and Dynamo's Mark Struhs say a nice howdy. Right: Kentucky Coin's Harvey Weingarten and Jay Waldman say hello to RePlay's Eddie Adlum.





Left: This photo finds Birmingham Vending's Steve Toranto, Jerry Spiegelman, Dave Leamon, Gary Gouse and Premier's Steve Walton enjoying the evening. **Right:** Chris Brady, Dave Sheehan, Jim Vanderhoof and Pat Harper stop for a photo at the big party. It was very well attended and was hosted by many AAMA member companies.





Left: Thanks to John Blouin, RePlay's Key Snodgress is on the other side of the camera for a change! She happily says hi with James Industries supremo Jimmy Roberts and RePlay cohort Marcus Webb. Right: Direct from SoCal to Nashville, Century Vending/Spirit Design's Jerry & Sue Monday with Betson supremo Peter Betti.





More photos from the multi-manufacturer-host American Amusement Machine Charitable Foundation party . . . Left: We see Rowe's Joel Friedman with RePlay's Eddie Adlum, toasting the success of the event and the AMOA show itself. Right: Brady Distributing's Raleigh Rossow, Jon Jr. & Jon Brady Sr. and Larry Siegel.





Left: RePlay's Tippy Adlum congratulates distributing matriarch Leah Bettelman of C.A. Robinson (Los Angeles & San Francisco) on being selected by the AAMACF as "Woman of the Year" (she'll be honored at their March '93 event). Right: Lavern & Larry Berke say howdy to Tippy Adlum at the same party. It was a fun event.





Left: Canadian Coin's Ian Chesterton and Jim Niblock with *RePlay's* Eddie Adlum (sorry, but we didn't give Eddie enough warning for the pic and caught him mid-turn). **Right:** Hamming it up big-time are Brian Duke and Eddie Adlum. (If we don't get at least one silly photo of Brian during each show the whole trip's a waste!)





Left: One heck of a nice guy is Lawson Music's Mike Dobson (see his interview in this issue). He's pictured here with nice gal Candy Anderson of Arachnid fame. **Right:** Operators Distributing's Dick McCannell thanks one of the many Sheraton Hotel workers at the party for making the event a success. Good to catch up with Dick as always.

Industry stars shine
at the AMOA's
annual banquet and
stage show;
Stars of the music
industry also take to
the stage at the gala

Banquet Hoedown! The banquet was truly a star-studded extravaganza (see the photos on the facing page). In the photos on the top row, we such such legends as Bob Seeger (pictured with music industry friends) and country superstar Garth Brooks (pictured at podium plus in the "green room" with RePlay's Eddie Adlum. In the next row, Barbara Mandrell entertains the many attendees...she really puts on a terrific show (and even got Manley Lawson into the act!). The bottom rows show "our" stars, from the AMOA officers and dignitaries, to Merit Award recipient Jerry Gordon (see separate story) to just a few of the manufacturing firms honored for their top-notch equipment. Congratulations to all involved for a wonderful night!

JUKEBOX AWARDS

Pop Record of the Year Achy Breaky Heart, Billy Ray Cyrus (Mercury)

Country Record of the Year Achy Breaky Heart, Billy Ray Cyrus (Mercury)

R&B Record of the Year Jump, Kris Kross (Ruffhouse/Columbia)

Pop CD of the Year Luck of the Draw, Bonnie Raitt (Capitol)

Country CD of the Year Ropin' the Wind, Garth Brooks (Liberty)

R&B CD of the Year Too Legit to Quit, Hammer (Capitol)

Rising Star Award (Male) Billy Ray Cyrus (Mercury)

Rising Star Award (Female) Trisha Yearwood (MCA)

Rising Star Award (Group) Brooks & Dunn (Arista)

Jukebox Legend (Living)Bob Seger

Jukebox Legend (Deceased) Hank Williams Sr.

GAME AWARDS

Most Played Video Game Street Fighter II: Champ. Ed. (Capcom)

Most Played Pinball Game Addams Family (Midway)

Most Played Conversion Kit WrestleFest (Am. Technos)

Most Innovative New Technology Electronic Self-Flip flippers (Williams)

Most Played Dart Game Super 6+2 (Arachnid)

Most Played Pool Table Valley

Most Played Jukebox CD 100-A (Rowe)

Most Played Redemption Game Skee-Ball (Skee-Ball)

Most Popular Other Game Air Hockey (Dynamo)

Cigarette Vending Machine Promotion Philip Morris

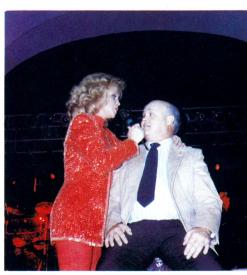






















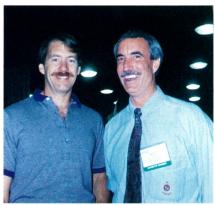








Left: A nice group of Argentinan operators with R&M Distrib.'s Roberto Hernandez — Jorge Vecchi, A. Burmeister, Luis Martinez & Jose Gaglio. **Right:** More tradesters from Argentina...three generations of the Mochkovsky family (from left), grandson Pol, son Alex, grandfather & company founder Mauricio, son Jorge and grandson Sebastian.







Left: Operator, game creator, RePlay helper and all-around-nice-guy, Bill Van Anda, with another super coin-biz-man Bill Beckham (Red Baron). Center: RePlay's Marcus Webb greets fellow editor Jack Rodios from Cash Box Australia magazine. Right: Texas' June & Bob DePriest, 58-year veteran whose first jukebox was a 10-disc Seeburg.





Left and right: A couple of photos taken at the super-fun Plush-4-Play ''Casino Night'' held the Friday of the show. Among those pictured are the firm's Toni Endoso, Georgia Orozco and Joe Bates. Folks played all night with their chips and then won prizes if they were among the highest of the evening's rollers. A good time was had by all.





Left: Upstate New Yorker Greg Keevil (Betson/Advance), Larry Hilimire and Lance Gummerson enjoy the hospitality at one of the many suites. Right: At the Data East suite, new Eastern Regional Sales Manager Drew Maniscalco with Birmingham Vending's Al Toranto and Data East's Pete Gustafson. Welcome aboard, Drew!



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Left: At the Strata booth with their soon-to-be-released Time Killers are Larry Hodgson, Steve Jasowak, Gay Bilotta, Leif Marwede and John Cassiday. Center: At Data East's suite, Jim Niblock, Mike McWilliams and newly-promoted Western Reg. Sales Mgr. Kristen Montgomery. Right: Data East's Gary Stern waves hello from his suite.







Left: Sega's John Hill and Ken Anderson with distributor Bob LeBlanc at their AMOA hospitality suite. Center: Also at the Sega suite are Michael Green (Managing Director of their European Division) and USA President Tom Petit. Right: Merit-men Lamar Forque and David Rubinstein at their firm's always-packed hospitality suite.







Left: On the suite trail are Design Plus topper Mike Seibert, sweet daughter Laurie and RePlay's slim-trim Barry Zweben. Center: Jaleco's Bob Haim and Romstar's Tim Jackson catch up with each other at the James Industries suite (hosted by numerous firms.) Right: At the same suite, James topper Jimmy Roberts with Alvin Gottlieb.







Left: After a long day on the floor, RePlay's Tippy Adlum and Exidy/BullsEye's Virginia Kauffman relax. **Center:** Smart's Larry Berke and lovely bride Lavern. **Right:** At the Capcom dealer meet, honored distributors of the year included: Betson N.J.'s Bob Boals, Brady's Tom Keil, Central's Marc Singer and Betson Pacific's John Lotz.







Left: At Namco's suite, Shigeighi Nakamura (Mr. Nakamura's son-in-law), Chairman Masaya Nakamura and RePlay's Eddie Adlum. Center: With Masaya Nakamura are Brent Leisure's Philip Davis and Patrick Edwards (acquisition of the London-based outfit by Namco is final). Right: European tradesters with Shane Breaks.

Jerry Gordon wins AMOA Merit Award

Rowe's universally-loved distributing VP was an inspired choice; Nashville crowd gives standing ovation to 46-year industry vet

AMOA made an inspired choice for the recipient of its 1992 Merit Award. Jerry Gordon is distributing VP at Rowe International. He's also a universally loved and respected member of the industry. If before the banquet Jerry didn't know just how highly he is esteemed, he does now.

The honor was presented during Expo '92 in Nashville. Imagine the scene: a vast ballroom in the Opryland Hotel. A sold-out crowd seated at row after row of white-covered tables. A dark stage, a spotlight on the podium...and AMOA past president Dick Hawkins making the introduction.

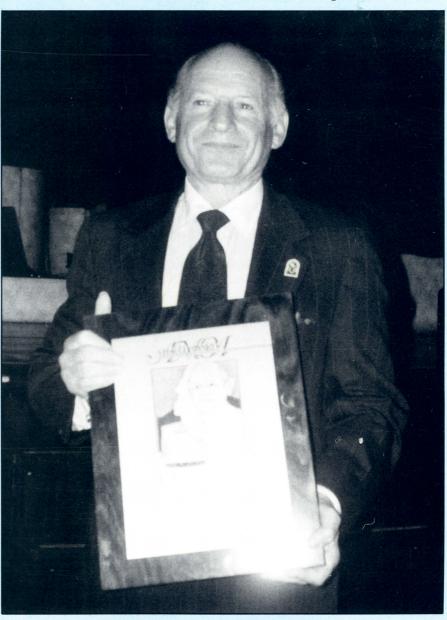
Hawkins called Jerry "a friend, a confidante and a man who can get things done." He cited Jerry's community service as a volunteer fireman. He praised Jerry's integral contributions to the AMOA Jukebox Promotion Committee and the AMOA Manufacturer's Council. He traced Jerry's career from his entry into the trade in 1946 to his 20 years with Rowe. And then the crowd came to its feet, applauding heartily as Jerry came forward to accept the award.

"It's one of the happiest occasions of my life," Jerry said. "I'm not speechless, but I'm near to it." He expressed his deep appreciation, and called working with AMOA "a delightful experience." He acknowledged Bert Betti of H. Betti Industries as the man "who really taught me the business." Of the industry itself, Jerry said: "I think this is a helluva business and we have nowhere to go but up."

The AMOA Merit Award is not given every year. Fewer than a

dozen people have ever received it in association history. It signifies AMOA's belief that the person honored has made a fundamental, long-lasting contribution to the coinop amusement industry.

Jerry, your name surely belongs on that list. Congratulations!



BIG games dominate BIG show

The 1992 AMOA could well be called the "show of large arcade games." It certainly seemed to me that the video manufacturers concentrated on the bigger attractions much more than on anything else. Add in those big redemption machines you saw on the floor and you had a show clearly appealing to the big arcade operations. As such, I couldn't help feeling that the video makers have forgotten the street people.

This year's show gave me the impression that most of the R&D money is going into expensive arcade pieces...so expensive that most arcades cannot even justify buying them. And even in the big arcades, how many two-player sitdown racing games can you have? Except for Sega's Virtua Racing, most of those shown at Nashville were very similar.

Another thing that concerns me is the level of violence we're seeing in some of the new games. Mortal Kombat and the new Time Killers could cause some controversy with church groups or the PTA. Is it really necessary to remove limbs or tear out a person's heart to get a g %e to earn money? Of course, there's the dip switch on Time Killers that takes out the excessive violence, but if the place down the street has one in the violence mode and vours doesn't. yours will earn less. As an industry, I feel it's important to avoid causing ourselves extra problems.

However, I have to tell you that among the video kits at AMOA I liked best were Mortal Kombat and Strata's Time Killers. The first was an excellent earner in dedicated form (still is) and now the kit version is due out in January. Time Killers was only shown in Strata's suite because it wasn't finished yet. This is a one-on-one fighting game, similar to Street Fighter in theme, but with some significant differences.

This kit is supposed to be released in December and I think it will be a

by Gene Lewin Pinball Plus Arcade Glendale, California



good earner. Another kit I liked was Golden Axe 2, coming first dedicated and in kit form later. Midway showed a kit to convert Operation Thunderbolt into Terminator 2, which would have been great if it came out when the game was newer. And SNK had two great cartridges in Art of Fighting and World Heros, although both came out before the Nashville show and were not "brand new."

Most of the other kits did the same old thing and will be mediocre earners (there were at least half a dozen vertical shoot-'em-up airplane or space games). There were also some other familiar themes: Capcom had Cadillacs & Dinosaurs, which is like Final Fight #3. Fabtek had Heated Barrel, which is a cross between Blood Bros. and Gunsmoke. Data East had a couple of kits, one was called Diet a Go Go that's very similar to Tumble Pop.

Konami was one factory that thought about the street operator when it built *Lethal Enforcer*. This was voted the best all 'round game at the show by AMOA's people and presents operators with a reasonably-priced dedicated gun game that even has a dip switch for arcade or street location settings. This is one fine game.

I started off this article saying there was much for the big arcade people to look at in Nashville and in my opinion, the best of all was Sega's Virtua Racing. Its deluxe one-player version uses a large, wide screen never utilized before. The two-player sitdown uses standard medium resolution monitors.

Game play offers a choice of four perspectives at the push of a button which can be changed any time during the game. I feel that Virtua Racing stands way above all the other two-player sitdown driving games and was the most impressive game at the show. Of course, it is also a very expensive game.

Atari showed their Space Lords ... a four-player upright in a cabinet similar to their Cyberball except with 25" monitors. This game is like playing Steel Talons in space, without polygon graphics. I liked the game, but due to its price (slightly higher than two dedicated games) think it's limited to the best arcades. But I do feel Space Lords will have long-term appeal as Steel Talons does. Atari also showed Moto Frenzv as a two-player sitdown and Mad Dog McCree (which they handle in Europe). But their booth lacked games in a medium price range.

Namco displayed their Final Lap 3 upright and two-player sitdown along with the Suzuka 8 Hours racing game. I don't see what's new or different in Final Lap 3 from other driving games. Taito had Operation Gunbuster, which is a large four-player gun with a high price tag. Their kits were more of the same old thing.

Lazer-Tron's Spin To Win is an interesting redemption game, combining rolldown balls with a wheel of fortune. The wheel has different



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Whippany, NJ 07981 U.S.A. (201) 887-0400 Fax (201) 887-2851 ticket amounts that can be won, plus a bankrupt selection which wipes out your winnings. Lots of good talk on the floor about this machine was shared.

Pinball? All the companies are

doing a great job. I like each and every one shown, but my favorite was Data East's Star Wars. Premier's pinballs have improved tremendously over the past year, and their new Cue Ball Wizard is a fine

example of just how much. I also thought Bally's *Dr. Who* and Williams' *Fish Tails* were both goodplaying pins. By the way, AG & Co. showed a standard pinball with a dot matrix display, which was a good first effort.

Capcom previewed an unfinished version of their Street Fighter Champion speedup enhancement. It adds a fireball for Chun Lee, speeds up game play some and balances out some of this character's powers. There may be more things added, but at the show, it did not allow throwing fireballs in the air or some of the other things offered by a competitive speedup kit.

My feeling is that this other one will make more money than Capcom's own in the short run, but that Capcom's will do better over the long term. The "unauthorized" version adds some crazy moves that players may tire of after a couple of months. Capcom's kit will come with a new marquee when it arrives. For arcades that have several Champion Editions, operators can enhance some and leave the others original, giving players a choice.



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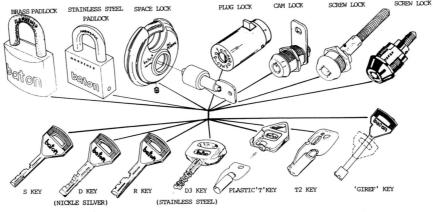
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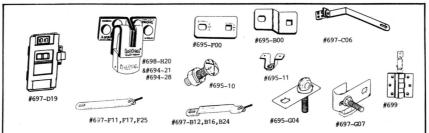
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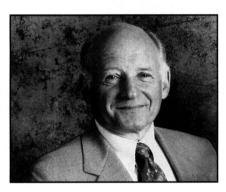
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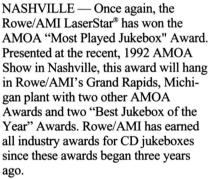
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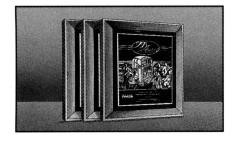
learned that the most important feature on any jukebox is the cash box." To keep the cash box strong, Rowe/AMI builds jukeboxes that are more reliable, easier-to-use, and more attractive to customers.

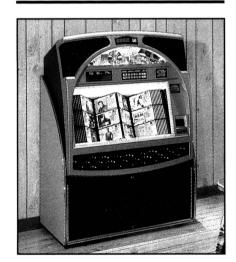
Rowe/AMI builds jukeboxes that are more reliable, easier-to-use, and more attractive to customers.



"All of us at Rowe/AMI give our sincere thanks to America's music operators for this great honor," says Joel Friedman, Sr. VP. "What makes it great is this award shows us we're doing our jobs right, making jukeboxes that make more for operators."

The LaserStar® is the product of 65 years of jukebox making experience at Rowe/AMI. Says Friedman, "We've





"A jukebox is more than a phonograph, it's a business," says Friedman. "It's good business for a jukebox to merchandise music, not just play it. Our iukeboxes are made to sell more music and are built, not with the most complicated technology, but with technology that is right for the job."

As the world's largest maker of jukeboxes, Rowe/AMI appreciates the world-wide recognition but they don't take their leadership position for granted. To keep their operators out in front, Rowe/AMI works hard to maintain the best support network in the



industry. "It's not enough just to be a manufacturer," says Jerry Gordon, Sr. VP. "We're out there, with our distributors, behind our jukeboxes and our operators every day. Operators, distributors and Rowe/AMI, it's all one team, and we do everything we can to see that the operators are profitable."

According to Friedman, "Our success and our operators' success is proof that when you work hard, work smart and with a dedicated team, you can accomplish anything."

"The LaserStar is the product of 65 years of jukebox making experience at Rowe/AMI.'

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LETHAL ENFORCERS

or is it "Lethal Excitement"? Konami's two-player, crime-fighting dedicated game offers so much villain-busting fun, it's deadly!

Listening to the "industry buzz" on the AMOA Expo floor, it was easy to tell which game had captured the operator's fancy. And indeed, Konami's upright gun game Lethal Enforcers received AMOA's award for "best new equipment." Now, the crime-fighting shoot-'emup has a chance to prove itself on the floors of locations nationwide.

Gameplay is true law enforcement excitement. The two-player dedicated video lets players take control as detectives in the toughest section of the city. Testing their merit as officers of the law proves to be a tough job as dangerous criminals attempt to thwart their every move throughout various stages of high-tension crime-fighting.

The action begins when the player is called to the scene of a bank robbery in progress. Shooting skill is important here (they've got to hit the robbers and not the innocent victims). Then it's off to follow the villains as they escape in their getaway vehicles.

After that escapade, Chinatown needs reprieve from the violent ninjas and gun-toting bad guys who lurk in every alley. If the players made it that far, their bad-guy-thwarting efforts are further challenged by a hijacking attempt at the Metro Airport...a drug deal at the city port, and finally, a highly volatile situation at a chemical plant. Hidden enemies, toxic explosions and an intense night vision challenge round out the action.

Whew! All this calls for extremely accurate marksmanship, so between action waves, players are provided with shooting ranges to test and improve their aim. Results determine accuracy stats, and from there players are ranked patrolman, detective, sergeant, lieutenant, captain or commander.



Konami's Lethal Enforcers design team of Yoshi Hatano, Steve Johnson and Jun Narita proudly accept the AMOA award for "Best New Equipment" at Nashville's Expo Oct. 1-3.

Each scene is enhanced with realistic digitized graphics and many levels of action. The game features either a standard or street mode (players select their own scenes in any order). Completely operatoradjustable, English or Spanish onscreen language is available, and the easily-accessible diagnostics display shows total plays, games

started, games continued, average time/credit and average score/credit. Seems to be a sure-fire hit for many locations, and, the manufacturer reports, test results prove this out!

For more information, call your authorized distributor, or for referral, it's Konami, 900 Deerfield Pkwy., Buffalo Grove, Ill. 60089-4510; 708/215-5100.







PREMIER PICKS

Gottlieb/Premier debuted two hot new games at Expo '92; both sport pinball themes . . . but with a bit of a twist

Fresh, new ideas are on-line at Premier Technology. The U.S. game maker introduced two fun games at AMOA which racked up a lot of attention. One is a brilliant new pinball with a "pool hall" theme. The other sports a pinball cabinet, but it's got simplified gameplay and an optional ticket dispensing mode for redemption use. Both of them sport fun themes and operator-friendly features.

Pool and pinball are two basic tavern staples operators usually swear by. Now, Premier says they are taking operators back to the "basics of success" with their new Gottlieb pinball game, Cue Ball Wizard. Premier says the game offers pool action so realistic, die-hard pool players may forget they're playing pinball.

How's this for realism? Cue Ball Wizard features a cue ball right on the playfield that players can actually "shoot" into the eight ball to score big jackpots. Combine that with great art and a thumpin' country music sound package and the elements seem right for a winner.

Speaking of winners, Cue Ball Wizard is the first-ever pinball to be introduced complete with a "tournament switch." By simply flipping the switch (located inside the game's front door) operators can convert play specials (extra balls, etc.) into point values. The tournament mode also equalizes play so everyone is on equal terms.

Another Premier pairing that's spelling success is the affiliation with Nintendo to bring "Mario ma-

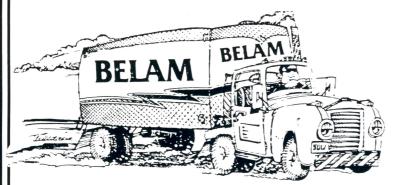
nia" to the redemption market. Super Mario Bros. Mushroom World is a convertible redemption game (converts to redemption locations with ticket dispenser, or to non-ticket standard play).

Gameplay sends players through eight adventure "worlds" where they earn tickets along the way. The quirky theme lends itself well to all kinds of locations, and the game is fully-adjustable for every age and location. Not only that, but operators can adjust leg length on the cabinet to make it easier for kiddies to play, in certain locations.

For more information, contact your authorized distributor, or for referral, it's Gottlieb/Premier, 759 Industrial Dr., Bensenville, IL 60106-1304; 708/350-0400.

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- ★ Street Fighter II Champion Edition
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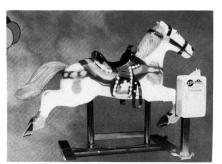
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Top operators are always interested in prestigious national "chain" locations, and Wal-Mart ranks right up at the top of the list. JKR and Kiddies Manufacturing (Farmingdale, N.Y.) have pulled off a real coup here. Company president Eric Torres and sales & marketing VP Jerry Reda proudly showed the Wal-Mart Truck and the new Wal-Mart Mini-Truck at the AMOA Expo in Nashville (Oct. 1-3). Also displayed were six additional new kiddie rides, all made in America, and all offered at reasonable prices. New rides included the Indy 500 car, the red Ferarri, the kangaroo, the Galactic Fighter space ship, the turbo boat, and the Mustang Pony.

"We had an excellent show," said Jerry. "Our new rides were very well received by our customers and distributor. Kiddie rides are the fastest growing segment of the





Just Kiddie Rides folks with their Wal-Mart Truck at their AMOA booth. Below, a few new rides.

amusement industry," he continued, "and we have positioned ourselves for maximum growth in the 1990s. Due to our enormous production capabilities, we can deliver complete containers of custom-made, high-quality products in 30 days."



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The Art of Entertainment

HOTTEST DRIVER: SEGA

new Virtua Racing sitdown simulator sets new standard for drivers; game has widescreen monitor, polygon graphics, 4 different viewpoints



Sega's Virtua Racing is available in gorgeous one-player models (pictured above) as well as in linkable units (below) that let up to eight players compete in this super driving simulator at once.



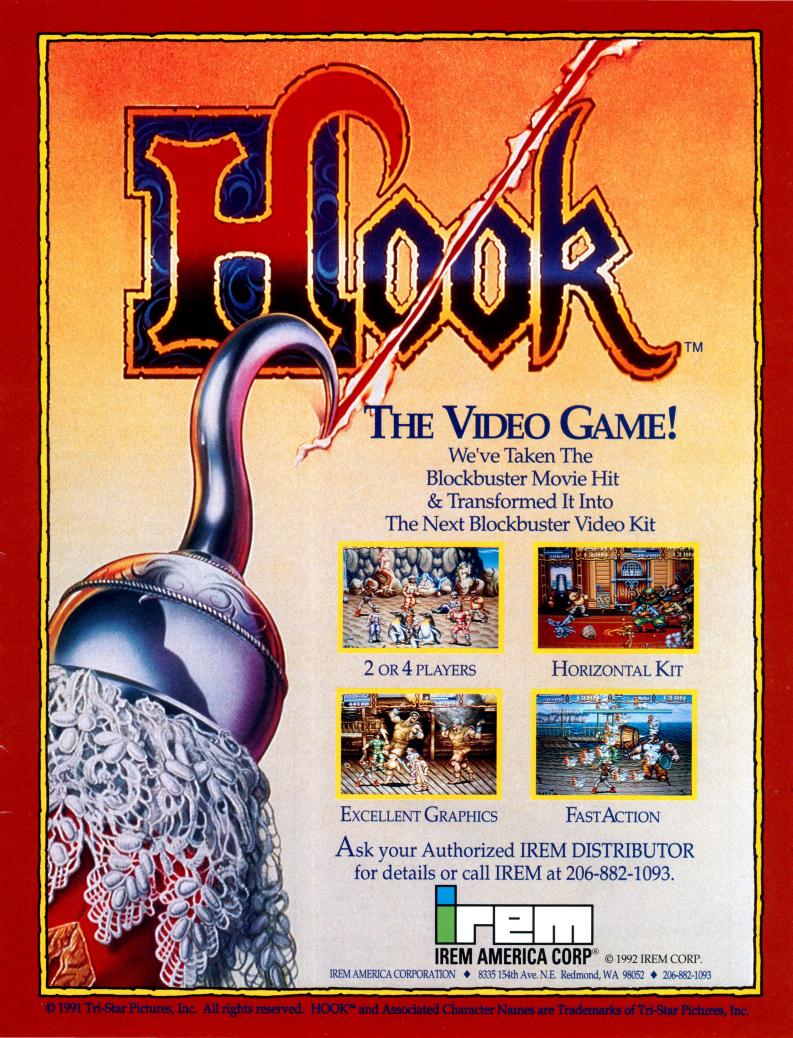
The checkered flag is down, and the winner is . . . Sega! The hit of the JAMMA Show in Japan last August. just happened to be the most talkedabout game at the AMOA Show in October. Namely, Sega's stunning video game, a driving simulator called Virtua Racing. From the incredible graphics to the sophisticated computer programming...from the beautiful one-person sitdown simulator, to the linkability of eight player stations...Virtua Racing takes driving simulators into the 1990s and sets a new standard for this genre.

At the show, operators of all stripes told us how impressed they were with *Virtua Racing*. It it expensive? Well, the price of the top-of-the-line simulator is way up there. However, nobody we talked to said it was overpriced.

"Sure, we're seeing some very big games now, but that's the direction the industry is moving in. Maybe we have to move with it," said California operator Fred Gillmann (Just Games, San Diego). With an admiring glance at Virtua Racing, Fred added: "The beauty of these realistic simulators is that they can stay on location for five years, earning steady income."

GRAPHICS & GAMEPLAY

Did Fred say, "realistic"? Make no mistake, Virtua Racing is a realistic simulator. It displays incredibly lifelike images, using polygon graphics which give a solid three-dimensional look to all onscreen objects. You're not just trapped in a linear world here; you can drive all around the environment (three different tracks). As you drive, you'll



see various objects from a smoothly changing series of angles. Of course, you won't have much time to really examine passing objects in detail, because the widescreen view makes it feel like you really are going 250 miles an hour.

A really exciting new feature is the ability to change viewpoints during gameplay. Players can hit four "Virtua Perspective" buttons to



change their viewpoint on the action to any of four different views, at any time during the game. The views are: high overhead, low overhead, immediately behind your car, and inside the cockpit.

Changeable perspectives aren't just a nice "extra." This feature is closely integrated into gameplay. At different points along the track, it's strategically advantageous to drive while watching from different perspectives. Also, when linked units are deployed, the overhead monitor can display a whole-track perspec-

SEGA

tive to let players and onlookers alike see how the entire field is performing.

Up to eight player stations of Virtua Racing can be linked for interactive competition. Each player's screen reflects the actions of other players in other units, of course. You can "bump" each others cars to cause your opponent to spin out. You'll both feel the initial contact in your steering wheels, and see the resulting crash on the screen.

In addition, the "field" of cars is not limited to just the ones controlled by coin-op players. The game's computer keeps its own cars on the track, constantly vying for the lead. This means highly skilled and less skilled players will always be challenged by someone on their part of the track.

As with earlier Sega simulators, your view of the racetrack is overlaid with displays for lap time, player position, speed and difficulty level. Finish time is flashed on the screen in big digital numbers at the end of each race.

All of these graphics stunts are accomplished via a new computer graphics board. It's so powerful, it can process 180,000 polygons per minute.

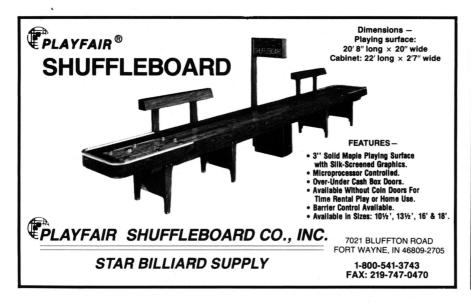
DELUXE & TWIN VERSIONS

Virtua Racing comes in two configurations. The single-player deluxe version features a 35" widescreen monitor and a G-Force Simulation System (an "air drive" pulls your body left and right in the seat, as the car screams around the turns). The steering wheel jerks as competing cars bump your vehicle, and you feel the tires pulling at the steering wheel as you go around curves. Sega built an authentic driver's seat into the deluxe cockpit, and there's a seat position adjustment button for player comfort.

Frankly, this has to be one of the most beautiful cabinets the industry has ever seen. Can you blame Sega for feeling its outstanding gameplay deserves outstanding cabinet presentation? The deluxe version was shipping in early October.

The game also comes in a twin sitdown configuration. The "twin" model retails for prices that are very much in line with similarly configured games in recent times. It features two 26" screens. Each player gets a set of controls that includes a motor-assisted steering wheel, butterfly shifter, four "Virtua Perspective" buttons, accelerator and brake pedals, and a start button. The twin version was slated to start shipping in mid-November.

Sega has built top-quality simulators for years, dating back at least to their gorgeous 1985 motorcycle piece Hang-On. Well, now they've ratcheted up up the technology, the beauty, and the fun gameplay to 1992 levels. This way to the future!



REDEMPTION? CHEERIO!

Florida's GaMCO now imports British—made games to USA; Screen Sports offers unique gameplay, American flavor

ne of the biggest and most successful European game makers debuted its first American-style game at AMOA Expo '92. Screen Sports from Maygay of Britain, is a unique video game combining video simulation of four popular American sports, plus sports trivia and a match-reel feature. It can pay out tickets or not, operator's choice. A second model, coming soon, will feature progressive point accumulation and will dispense sports cards. And a third model with worldwide marketability is planned, based on global sports like soccer, golf and tennis.

Screen Sports is just the first in a series of British-made redemption games coming to the USA, courtesy of GaMCO's new international importing and redemption arm, IGM (International Game Marketing, Inc.). Staffed by experienced British tradesters Mike and Janet Laing, as well as GaMCO's Ron Yaffe and Emily Simpson, IGM plans to bring the best of British redemption manufacturing talent to the States and to foreign markets.

GaMCO, The Laings, and Maygay

GaMCO is a Florida-based U.S. redemption firm with several years of experience building unique cranes, rolldowns, etc. It was founded and is led by former optometrist Ron Yaffe, whose medical expertise ensures that his products are true games of skill, requiring and rewarding hand-eye coordination from players.

Britisher Mike Laing is a former soccer pro. He was a world-level coach in the 1970s, but made a very successful transition into the amusement machine biz. He began his coin-op career by selling Aristocrat

gaming equipment. These days he's a conversion kit broker and successful trade show organizer in England. His participation in IGM is just





his latest enterprise, along with his wife Janet who has been active in coinbiz all her adult life. Mike and Janet will be moving to the U.S. after the first of the year to run its operations out of Florida.

The supplier of IGM's first product is Maygay, a very large and successful British firm, directed by Steve Murray and Andy Powell. Maygay's staff includes some 40 or 50 people doing nothing but R&D and new game concepts. Maygay builds unique, patented reel-to-video games (if you win on the spinning reels, you go on to the video part of the game). The concept was so successful it sold 4,000 units in six weeks, Ron Yaffe said.

"They're one of the five largest companies in Europe, doing about \$30 million of business last year," Ron explained. "They aren't well-known in the U.S. yet, but they will be! They have committed themselves to our market. Maygay knows redemption is the hot ticket here, so we have begun by taking their successful British game and adapting it to American tastes. It's now a legal, skillful redemption game called Screen Sports. We got a very enthusiastic reception to it at the AMOA show."

'SCREEN SPORTS'IS A UNIQUE GAME

Screen Sports is truly a unique game. The player coins up and the reels start spinning. In some markets, reels can stop by themselves; other jurisdictions require a skill-stop function using player hand-eye coordination. Either way, the player hopes to match three symbols from the same sport, in all three reels. For example: a football, football helmet and football jersey.

Making a triple match means you win tickets and go on to enjoy game-

play from the same sport, on the video monitor. You might control the fullback as he runs downfield with the ball; or control the batter who swings at pitches; control the hockey player as he shoots for a goal; or shoot a basketball at the hoop. Players will be challenged by defensive football players, different baseball pitches, aggressive hockey goalies, and/or a variety of basketball court

setups. In this video phase, ticket payout is determined by how big of a sports challenge the player takes on, and how successfully he handles the challenge.

If the player does not get a threereel match in the first phase of play, he can "hold" any two similar reels in place and try again with a third reel, as many times as he likes. Or, he can simply go straight to the



Ron Yaffe now presides over both GaMCO and its international importing and redemption arm, IGM. The firm's first offering is coming from well-known British game maker Maygay and is called *Screen Sports*.

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"It's a fast-paced, skillful game and loads of fun to play," Ron Yaffe said. "We think we'll have a nice long run with *Screen Sports* and we'll continue to bring out additional games from Maygay."

FUTURE PLANS

Maygay plans to release another version of *Screen Sports* which is slanted toward a worldwide market, with an emphasis on global sports like soccer, golf and tennis. A prototype of this version is expected to be shown at the Parks show this month. IGM will market this version to Asia, Central and South America, the Caribbean, Canada and basically everywhere but Europe.

In addition, IGM will come out with additional games from Maygay in 1993. Also on IGM's future product list: redemption imports from two other major British firms. Like Maygay, these two firms have entered into exclusive agreements with IGM for the American market. The firms in question are known as CMS and PCP ("everything over there is initials!" Ron Yaffe said with a smile).

GaMCO International, Inc. can be reached at 800/642-7263. The fax is 813-366-1134.



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NEW ''CONCEPTS''

several new redemption games bowed by Coin Concepts, Inc. at AMOA

ooking for something new, fun and exciting for your redemption line-up? Art Warner, Gary Warner and the team at Coin Concepts, Inc. (CCI) has something for everybody. Several somethings, actually; the firm introduced five new games and/or versions of previous titles at AMOA Expo '92. And, for the upcoming Parks show (IAAPA), CCI will bow one new title which is previewed here, plus some surprises that won't be unveiled until the show!

"They're all going to be big win-

ners," smiled Art and Gary.

Bouncing Buc is a two- or fourplayer coin pusher with brightly colored graphics appropriate for the whole family. With six coin entries and channeling on the backboard, players can guide the coins to wherever they choose on the playfield.

The Watch Crane comes from the famed Belgian makers of the Big Choice crane. The mechanism's sensitive claw grabs watches yet handles them gently. With mirrored shelves and halogen lighting, it draws all ages. "Everyone needs watches," CCI execs noted.

Flamingo is a four- or six-player pusher with very flamboyant Las Vegas-themed graphics. Bright pastels can be seen from any angle. An optional feature is a rotating header sign and skill bonus track.

Froggy has been upgraded from a ball-toss game to a ball-launcher game. It's completely self-contained now, and the new covering keeps kids out of the playfield and away from the balls. You still try to get the ball into the big plastic frog's mouth. Available in two sizes...both fun!

Jungle Tumble is a ping-pong action game with authentic jungle animals sounds. Growls, hoots, chirps, beeps and exciting redemption gameplay are combined for sure-fire family fun.

Coming from CCI at the Parks show is O.U.T., a four-hoop basketball toss game. Players follow a flashing light which indicates which basket to aim for; the game runs through three rounds of play. "It's addictive and will be a great piece for street operators," forecast the firm.

CCI is located at 16 Edgeboro Rd., Unit 5, East Brunswick, NJ; 08816. Phone is 800/462-COIN (2646). Fax is 908-390-3373.







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November 1992

VIRTUAL REALITY — FOR REAL

coin-op VR system offered for sale at Expo '92; twin monitors in helmet create true 3-D graphics

he Virtual Reality (VR) buzzword has been misapplied to several coinop games which do not fit the strict definition. However, a true VR system was shown at AMOA 92. A Kentucky firm called Alternate Worlds Technology (AWT) displayed a VR platform called "Reality Rocket" in their suite in the Oprvland Hotel. Also shown was AWT's first VR software, a shooting/maze game called Wolfenstein VR. Execs said they hoped to debut their second VR game at the Parks show this month. with more to follow.

RePlay believes "Reality Rocket" and Wolfenstein VR comprised the first VR system and software ever to appear for sale at a national coinop trade show in the U.S.

"We enjoyed a very positive response at AMOA," said AWT's Andrew Prell. "We have definite international orders placed at AMOA, along with possible customers pending for domestic business who are still gathering information. In addition, certain parties are proposing grander schemes than just a straight purchase deal." Delivery of the first units should take place around Nov. 1 to non-U.S. locations, Prell said.

"Reality Rocket" is a rather basic sitdown player station, equipped with very advanced player interface and computer technology. The player wears a sturdy plastic helmet with two close-up LCD stereoscopic monitors inside it (one for each eye). Graphics displayed for each eye show a view 20 degrees apart, so the three dimensional effect is genuine. The system also includes a joystick and of course computer software (the game).

Perhaps the heart of any VR system, however, is the hardware. It tracks player head movement and joystick action to coordinate them with smoothly changing game graphics. Look down, and you see the floor. Look up, and you see the ceil-



Alternate Worlds Technology's Paul Hurley gives a demo of their neat virtual reality game, Wolfenstein VR (first software to come for their "Reality Rocket" platform). Delivery of the first units to non-U.S. locations should be taking place as you read this.

ing; etc. Pushing forward on the joystick, gives the illusion of walking forward into the computer-generated environment, and so on.

VR is not cheap technology, at least not yet. At a suggested retail price of \$39,995, "Reality Rocket" costs considerably less than the only comparable pay-for-play VR technology on the world market so far. On the other hand, an even more simple and basic VR adaptation is supposedly coming out for home

computers around Christmas of 1993, from Texas Instruments and SimGraphics. This home version will reportedly cost around \$300, but it's hardly expected to be a serious commercial competitor in the arcade market.

Alternate Worlds Technology debuted their VR system and the Wolfenstein VR game at the Kentucky State Fair where they reported a single unit earned \$345 per day. At a Louisville sports bar, the firm said

a single unit earned \$127.50 per night (four-hour collection period) over four consecutive nights. Play price setting is \$5 for five minutes, making a possible earning of about \$50 per hour, said the firm.

The game itself has a fairly good track record in another segment of the games market. Wolfenstein VR is the third generation of an old Apple computer game called Wolfenstein. The second-generation version was called Wolfenstein 3-D and was produced by Id Software (Tex.). AWT licensed the game and their programmers worked with counterparts from Id, taking four months to convert it to VR format.

Gameplay sends players through endless corridors of a World War II bunker where they must open doors, find secret passages, etc. while shooting it out with Nazi troopers. Some 30 levels of gameplay are offered, with soldiers, bosses and "mega-bosses" getting deadlier and harder to kill. The ultimate goal of the game is to find and assassinate

Hitler himself.

During Expo '92, RePlay briefly played Wolfenstein VR on the "Reality Rocket" system. We experienced no lag time between head movement and changing graphics, no dizziness, no disorientation. Other tradesters did report having a bit of trouble with blurred vision or slight disorientation. It seems somebody is sure to make a similar complaint about every VR system around, whether it's commercial, government, experimental, or whatever.

For us, at least, the interactive 3-D effect was absolutely convincing. We found only one technical drawback: the helmet is "one size fits all" and our editor Marcus Webb could only get it over his head by removing his glasses. Accordingly, the picture was somewhat blurry!

Alternate Worlds is a computer aided engineering firm, specializing in CAD/CAM (computer aided design & manufacturing) and VR systems. They have used VR for two years to help draft and refine archi-

tectural plans, and to do interior building design and facilities management. (This type of work is one of the main VR applications in the commercial market so far.) The company also provides turn-key systems including equipment, customized or standardized software, engineering services, on-site training and support.

The founding members of Alternate Worlds Technology include Andrew Prell, who was formerly with Autodesk, Inc. (a pioneering VR firm). Prell was also Hewlett-Packard's "East Coast CAD industry expert." Co-founder Tina Clayton is a software engineer from the University of Louisville's Speed Scientific School. Co-founder John Persaud is a chemical engineer with a Harvard MBA. Several more specialist engineers and software designers round out the company roster.

Interested parties can reach Alternate Worlds Technology at 6900 Greenmere, Prospect, KY 50059. The fax is 502-423-8318.

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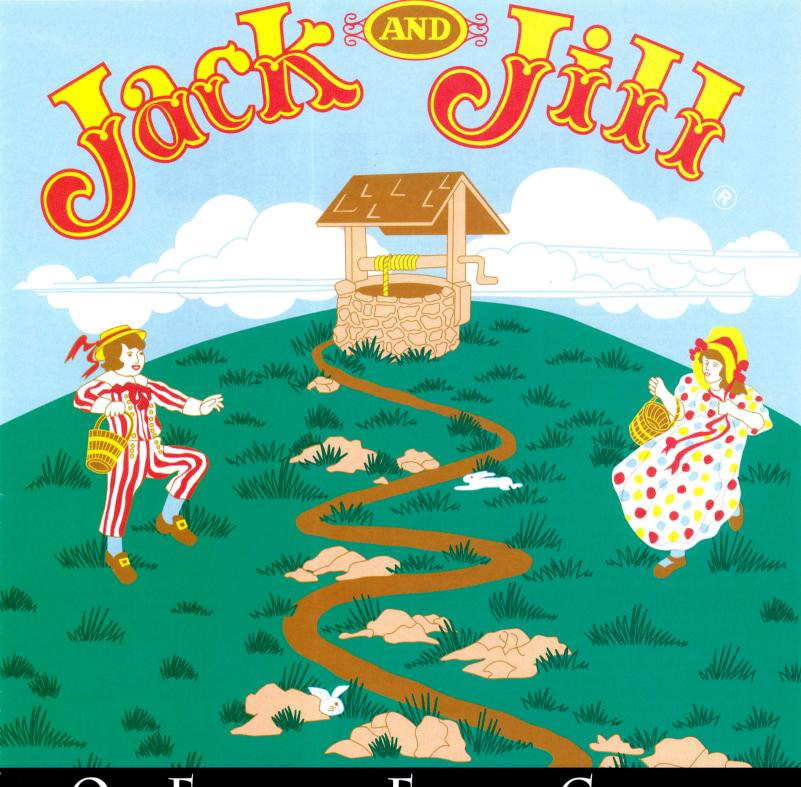
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NO HOLDS BARRED

U.S. video firm Strata Group offers its first fighting game; Time Killers seeks to deliver harder-edged entertainment

Players have made hits out of street fighting games since 1984, and lately they've demonstrated a taste for grittier, more violent fare. At AMOA Expo '92, Strata Games answered this demand with their first serious combat game, Time Killers, a two-player kit or dedicated upright.

It may not be for everybody, but those who like it will love it. Operator Bill Johnston (Johnston's General Store, Buffalo, N.Y.) called it "the best game of the AMOA show."

Time Killers features high-resolution 32-bit graphics, and — a Strata trademark — extremely sophisticated audio. The game also includes what the company calls "possibly the most sophisticated three dimensional background art ever produced for an arcade video game."

Some pretty violent action is part of the scenario. In fact, Strata calls it "the bloodiest battles ever fought on the video screen." Violence includes "the ability of characters to sever limbs, lose limbs, draw blood from challengers, or bleed themselves." Characters can also be decapitated. Operators can tone down the violence levels with dipswitches.

"Coin-op game players, mainly adolescent and young adult males, want games that provide full-fledged violent fantasies about fighting and overcoming foes of superhuman strength and cunning," said Strata prexy Richard Ditton at the firm's Chicago area plant. "Time Killers gives players a chance to feel strong enough to battle evil and fight to the death. They can choose to play the role of a primitive brute or an emotionless insectoid, all the while being dazzled by the stunning art and the shockingly realistic soundtrack."



Strata is quite proud of the hardware behind this game. They say they can do with a single chip, what takes competing video companies a whole PCB to accomplish. The trade will see and hear more about this system with other games, Strata promised.

But it's the game that makes the music, so to speak. Time Killers sets up a sci-fi scenario pitting eight warriors from different time peri-



ods in head-to-head contests. They are: an ax-wielding caveman; a Viking with battle-ax; a Samuri swordsman; an armored knight; a punk rocker; a sword-swinging bounty hunter; a futuristic warrior with laser saber; and a blade-handed alien. Each has a unique style and skills.

The button controls are overlaid by the outline of a human form, so that by pushing the "obvious" corresponding button, the player can control his character's arms, legs, or both. Pushing both arm or leg buttons simultaneously, or holding down both buttons, gives different effects.

The audio is quite advanced, "including an interactive soundtrack more akin to a film score than music heard in video games," said the firm. Nine stereo multichannel scores were composed to represent nine different "worlds" presented in gameplay. In addition, the game includes a huge array of digitally sampled sound effects (ringing swords, buzzing chainsaws, etc.). Strata said the game's hardware system for sound is also "radically different."

The U.S. firm's previous video hits include Rim Rockin' Basketball, Strata Bowling and Golden Tee Golf. Shipping now, Time Killers offers a continuous buy-in feature.

Sales Department: Left to right Chuck Howen, Mike McGrath, Steve Shaffer, Jim McGeorge, Bruce Homier, Bill Kraft, Dale Larcey, Bob Miller.



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FISH TALES

ain't no tall tale...new Williams pinball takes popular recreational sport and turns it into a popular entertaining game

Hold on! This is going to be a big one! Land yourself a great time with Williams' Fish Tales pinball and watch the profits swim in. From tip to tail, the game is a swimmingly superior addition to the manufacturer's line up of quality pinballs.

Inspired by one of man's most

popular recreational activities, Fish Tales incorporates a fishing rod grip shooter. It also has a revolving bait-casting reel and a "fish finder." Mounted on top of the game is a whopping, flopping 12-pound walleyed pike to lend a watery realism to gameplay.

No real fish tale would be complete without a little exaggeration, so every game comes complete with a "Stretch the Truth" feature, where "catching" fish via the left or right target banks can mean up to five times increased scoring! Then there's the "school bonus," "monster fish hurry-up" award and a "feeding frenzy" which just might get the player 20 million points.

And talk about a feeding frenzy—player appetites hungry for high scores, will be more than satisfied with multiball play. Fish Tales picks up the multiball intensity with the "Caster's Club Contest" featuring a life-sized fishing reel. Players have the challenge of mastering tropical, fresh water and deep sea fishing while earning jackpots, double jackpots and even super jackpots for hundreds of millions of points.

But hold on to your rod! There's also a special video game mode which unfolds on Williams' full-size dot matrix display. Players take aim at speeding boats and watercraft on an all too crowded lake by using the flippers or the push button on the front cabinet reel handle.

And we're not at the end of this tale yet! Add in fantastic music and special effects as well as splashy graphics and here's a pinball machine that reels 'em in hook, line and sinker! Fish Tales is also the first Williams pin to use patented optoflipper button switches for highperformance gameplay. The manufacturer's exclusive Tru-Pitch level ensures easy game setup and continued precision operation, and Fish Tales' slide assembly pivoting playfield design provides the simplest access to every switch and mechanism on both sides of the playfield.

Don't let this one get away! For more information contact your authorized distributor, or for referral, it's Williams Electronics, 3401 No. California Ave., Chicago, Ill. 60618; 312/267-2240.



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NEO•GEO offers easy convertibility of software in seconds through the control panel. The hinged marquee retainer on all models provides quick and easy access to the title cards.

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> Sports, Adventure, Fighting, and Fantasy games are in the lineup of NEO•GEO software, providing a variety of games for every location. And for even greater versatility, NEO•GEO is also available as a single-slot kit. See your authorized SNK distributor today, or contact SNK Corporation of America, 20603 Earl Street, Torrance, California

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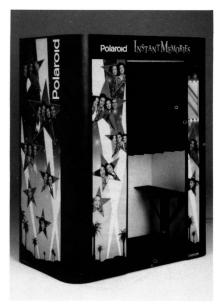


ANAHEIM, CALIFORNIA

The Amusement & Music Operators Association International Exhibition & Educational Seminar for the Coin-Operated Amusement, Music & Vending Industry







The Polaroid Instant Memories booth is available in a number of attractive styles from a "Hollywood" look to "beach" to "country," etc. Another super feature? There are no messy chemicals for operators to deal with thanks to the Polaroid instant printing process.

CAPCOM & POLAROID TEAM UP

there's just one word for the new Instant Memories photo booth: wow! company also promises new street-fighting videos and more redemption

ow do you follow up possibly the greatest video game in coin machine history? With more of the same...and with something new and different.

Capcom USA execs promise that "you haven't seen the last of the Street Fighter titles." But that's coming downstream. For their next "act," Capcom has launched itself in a surprising — yet logical — new direction. They're making a gorgeous, crowd-pleasing, top-quality photo booth, in cooperation with the Polaroid Corp.

A photo booth...from the street video kings? Yes, indeed. Photography has got to be one of the most under-utilized, yet promising, coinop markets around. A relatively small number of existing booths are now on site in the USA. But this handful of units earns maybe \$25 million yearly, Capcom estimates. Obviously, there's room for a lot more action...and Capcom is eager to provide it.

At AMOA Expo '92, execs from



Polaroid's John Callan with Capcom's Jeff Walker and Ian Rose and the photo machine during the Capcom distributor breakfast held during the AMOA. The booth was very well received.

Capcom and the Polaroid Corp. proudly introduced the *Instant Memories* booth. The Polaroid name is right up there on the marquee for all to see. Modern, clean, compact and sleek, this beautiful photo booth comes in six different graphics



packages, allowing the operator to tailor the machine for each location. Using the Polaroid instant printing process, no chemicals are needed and operator maintenance is almost nil. The main "work" is to restock film and collect those dollars!

Samples ship this month and Capcom says full production of 100 units

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per month will begin Nov. 1. "We've completely sold out production so far," Capcom's coin-op VP Jeff Walker said at AMOA. "We're building it on the West Coast to start, with a Midwest site to follow." Capcom estimates that some 320,000 U.S. locations could be suitable sites for this product.

A LOGICAL MOVE

The Instant Memories photo booth is a logical move for Capcom, and for distributors and operators. It offers diversification and long-term, steady earnings. After years of feast-or-famine experience with video games, the trade is sure looking for greater income stability these days.

"I can't promise you when the next mega-hit video will come along," Walker told distributors at AMOA. "Neither can any other manufacturer. That's why we're so confident about the prospects for our photo booth, in partnership with a world-class firm like Polaroid.

This is a 10-year project, not a 90-day wonder."

Walker added: "Our photo booth should be the first breath of fresh air in staple products since electronic darts and CD jukeboxes. The industry has basically been making

Polaroid



Entertainment Imaging

fight-kick games since 1984, attracting a narrow demographic slice of the market. The location base is shrinking. Instant Memories will help us go to a wider market — to locations that dropped coin-op, or never had it."

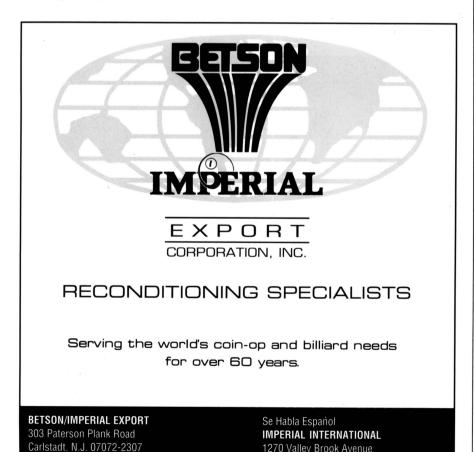
A top-quality photo booth also answers one of the trade's longestrunning questions: how can we attract more female customers? According to Capcom execs, their demographic studies have proved that teenage girls are the number one customer for photo booths!

"Taking a picture is a social occasion," Capcom explained. "People like to bring their friends into the booth and snap a picture, to commemorate some fun trip where they forgot to bring a camera. Like the jukebox, customers have the technology at home to accomplish this. but the coin-op version is 'fun' and 'special.' Customers feel the very act of climbing into the booth together, then posing for the picture, is a valuable experience in itself. It draws the group closer together. That makes the photo booth very attractive to our target audience.'

Capcom said demographic surveys showed women in their 20s as the second-highest users of photo booths, followed by mothers with kids, and finally the husbands and boyfriends of the first three groups.

VEND PRICE AND OPERATOR PROFIT

Capcom and Polaroid have studied the vend-price issue very carefully, to ensure maximum operator profit. Factory setting is one picture for \$2 or three pictures for \$5. This encourages multivend buying with



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JOIN ME IN THE FUN OF THE BUDDY BEAR **CLUB**

"RIGHT IN THE PAW!"

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- 723/4" high
- · 721/4" deep

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- 44" wide
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major customer savings at the same time. Why buy a \$2 picture, when you can have three \$1.60 pictures . . . and give one to each member of the group that's being photographed? In test sites, two-thirds of the photos taken were multivend sales, said Capcom execs.

Given the higher investment (including restocking film) and the longer-term nature of this equip-



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ment, Capcom believes operators should seek, and should be able to get, special commission arrangements of just 15% to the location. With this suggested split and pricing, the route operator can make 95 cents profit on a \$5 vend.

If any technical problem does develop, Capcom has a new 800 phone number to connect operators to their new service department. Also important is their new National Quality Control Program, whereby Capcom will track the needs of distributor service departments and offer specific remedies.

PRODUCT PROFILE

Instant Memories is available at a dramatically lower price than some competing top-end photo units. Let's put it this way: it's less like buying a mid-level car, and more like buying a top-of-the-line pinball game.

No chemicals or processors are involved; the machine vends a 3x4" color photo. Using Polaroid Type 339 AutoFilm, the unit delivers a sharp, full-color picture which vends instantly. The instant results are another consumer-pleasing feature (no waiting two or three minutes for your shots to be developed). The loader holds 300 shots; replacement film will be sold to operators through an Illinois warehouse.

To help make the photo session an even more fun experience, Polaroid and Capcom have enhanced the booth with sound and graphics. Yes, this is the first talking photo booth! A recorded voice says, "Ready?

Three, two, one, smile!"

Superb graphics are also a major factor in the booth's appeal. Instead of a single generic graphics package, Jeff Walker came up with the marketing brainstorm idea of six different styles.

The "Hollywood" style is suitable for movie theaters, nightclubs, family fun centers, video rental stores, etc. The "Beach" style is clearly perfect for lakeshore or oceanside recreation sites, islands and even Baha Beach Club-type places. The "Country" style graphics will fit right into any country-western bar or town. The "1905s" graphics are tailor-made for nostalgia places, '50s diners, etc. The "Coney Island" works beautifully with carousel locations in malls, theme parks, etc. Finally, the "Faces" graphics has universal appeal for malls, retail superstores and so on.

A WORD FROM POLAROID

Clearly, this project has been in the works a long time and the partners both believe they've "got it right." Capcom is allied with the most famous name in instant photography — Polaroid — which enjoys \$2 billion in annual sales. Polaroid is famous for technological innovation, famous for pleasing consumers, and famous for its impeccably high standards.

During the AMOA show, John Callan (director of Polaroid's Entertainment Imaging Group) told tradesters: "Hi-tech design and fabulous graphics make this old idea a contemporary one for the '90s. We put our name on it, because we're proud of it. We're proud of the product and proud of our new partnership with Capcom." Callan added: "Capcom's leadership in the electronic entertainment and amusement industries, and its expertise in marketing to amusement and vending channels...combined with Polaroid's reputation for high-quality family entertainment...makes this an ideal choice for a licensing venture.'

'STREET FIGHTER' NEWS

Don't worry, Capcom hasn't abandoned the video kits which have earned so much money for Ameri-









Capcom P.R. specialist Laurie Thornton



Product Support Rep James Goddard

can operators in recent years. "We've found our niche in the marketplace," said VP Jeff Walker, "and we'll keep pushing the same buttons in a different way. New technologylike Q-Sound, a 3-D sound process, will help us do that. You haven't seen the end of the Street Fighter titles, either," he promised.

They're still selling their all-time smash hit Street Fighter II Champion Edition, now with Turbo upgrade for even better-balanced character strength. You can also buy the three Turbo chips and a custom marquee separately from Capcom, to upgrade existing units in the field. Walker said Champion Edition is still in production and "I imagine we'll be selling it right through the first of next year."

Capcom has issued "cease and desist" letters to manufacturers of chips in both U.S. and Asian sites, said Jeff Walker. Although there was some talk around the show of royalty agreements with outside chip makers, Jeff Walker denied these reports. "We don't want to license others' kits because we don't want to compromise the integrity of the game," he stated. "Any manufacturer has the right to safeguard the product they've worked on. We have a phenomenal player following, and a responsibility to them to ensure the quality of any changes."

And yes, the firm has a nifty new fighting-themed video game called Cadillacs and Dinosaurs. Based on themes and characters licensed from a hit adult comic book, this three-player horizontal conversion was sampled as an upright for initial shipments. Look for it on the Player's Choice Chart as another likely Capcom winner.

Another Capcom video is coming next month, also based on a hit licensed comic book character. We've been told the name of the character, and have to tell you: it's a natural for the Capcom roster of street fighting hits. Dealers will preview the new title, along with Capcom's long-awaited Q-Sound, during a mid-December meeting in Arizona.

REDEMPTION & 'BOWLINGO'

Capcom is serious about diversification. Not only are they adding the photo booth to their line, but they've announced the formation of a new redemption division. The division's first redemption project is called Mega Man: Dr. Miley's Revenge and is slated for 1993 release. Additional redemption product will include both licensed games and original, in-house concepts and products from the USA and Japan, said Capcom. The firm had already tested the redemption waters with a licensed Lazer-Tron game, Bank-It (by the way, an upgraded version was shown at AMOA).

Capcom's *Bowlingo*, the coin-op bowling lane, could be run as a ticket-vending redemption device but "so far it doesn't have to be," said Dennis Sable, who leads up *Bowlingo* sales and marketing.

"The U.S. market for Bowlingo is snowballing in the U.S., Mexico and Canada," Dennis smiled. "We're moving 150 units a year in England and twice that in the States. In the next one or two years, we'll see them all over. Zoning, buildings, and other factors are coming lining up for operators who showed interest a while back."

The trend is still increasing toward building more and more big family fun centers and pocket parks, Dennis added. *Bowlingo* is a perfect attraction for that mix because it "stands out as a game mom and dad can play."

RESHAPING & RESTRUCTURING

With two new divisions (photo booth & redemption), Capcom is reshaping and restructuring itself for long-term growth in the '90s. They've also added a new logo and slogan ("Capcom, the Great Entertainer") to help raise their corporate profile and sharpen their image among the trade and the general public.

The operator, distributor and manufacturer remain the three vital "legs" of the coin-op stool, Capcom execs affirmed to dealers at AMOA. Video, redemption and coin-op photography now are the three "legs" of the "product stool" at Capcom. Years ago, RePlay called Capcom the "quiet giant" because the company used to license its hit videos to so many other companies. But nowadays, Capcom is out front... in more ways than one!

ENDURANCE CHAMP

Namco bows Final Lap 3 racing simulator in three formats; driving series has proven long-term earnings & resale power

amco has done it again!
After the long-running,
worldwide success of
their driving simulators Final Lap
and Final Lap 2, they've debuted
the ultimate in the series to date: Final Lap 3. You can buy this game
in three different formats: a twoplayer sitdown; a one-player upright; and an update kit for operators who wish to convert existing
FL2's to FL3.

Want to talk ROI? Namco has plenty to say. Professional drivers know the "road test" is the only one that counts... and professional operators know the Final Lap games have proven their ability to generate a full cashbox. Namco proudly points to the "unparalleled long-term earning power of this series,"

as well as exceptional trade-in and resale value.

Four new, exciting tracks challenge the players — from British highspeed straightaways, to hairpin San Marino turns. Playing against the computer is fine, but Namco believes group competition with other players is what makes these simulators truly fun. Up to eight player stations (upright or sitdown) of Final Lap 3 can be linked, so players can enjoy real interactive competition. There are no linkage kits to buy; this capability is built in.

Cabinets feature handsome execution, plus tough-as-nails construction for location durability. The upright includes steering wheel, shifter and gas pedal, all standard U.S.-

made components from Happ Controls for easy repair and replacement. The "Diamond Plate" metal kick-guard will keep the front of the cabinet looking good for many collections to come, said the firm. Large casters and tilt-back handles make it easy to move the upright into, out of, or around street locations.

The sitdown version features moving seats and realistic player controls: steering wheel, shifter, and two foot pedals (brake and gas). Like the upright, it's built tough: "Diamond Plate" flooring and durable plywood side walls will last as long as the collections do... and that's saying something. In the words of Namco: "Final Lap 3 is a must for every arcade."





Page 116

November 1992

Suppose you were a bar owner.

And your operator walked in with this machine.

Or, suppose you just went to a lounge with some friends and you saw this in the corner.

If you'd be impressed by its appearance, there's no more supposing to do. Because we can prove this machine — our new Performer-Grand™ Laser Disc Jukebox — has the fastest, most reliable, best sounding, and full-featured, 100 CD sound system there is.

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THE FORCE IS WITH THEM



Data East to release
'Star Wars' pin to
U.S. in December
game has music,
characters & props from
all three films

"Search your feelings, Luke...it is your destiny to play the new Data East Star Wars pinball, where you will become a true Jedi Knight and destroy the Death Star!"

That's the word around the galaxy these days. In January, Data East Pinball will release Star Wars to the U.S. market. It's based on the storyline of the huge hit film trilogy, which the pinball factory rightly calls "one of the most recognized titles of all time." From the Darth Vader helmet atop the backbox, to the jumping R2-D2 character on the playfield and the filmscore musical soundtrack, this one's got it all. Gary Stern, general manager of DE pinball, declared: "Star Wars is Data East's best ever, with earnings to prove it."

Operator features include a coin door that's ready for bill validator installation (validators are available from your distributor). All steel ramps and solid state flippers make the game as durable as it is beautiful.

WARM TIME IN ANCHORAGE

Alaska association enjoys post-AMOA expo and convention

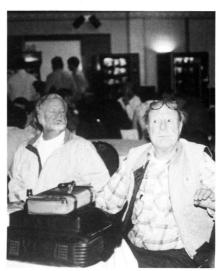






Alaska's ACMOA operators convened Sept. 11-12 at the Anchorage Holiday Inn. Besides association business, they enjoyed an expo of equipment brought in by both General Coin and Music-Vend from Seattle. Service schools were conducted for techs by Williams' Tom Cahill, Rowe's Bob Waliewski and Mars' Ron Quinn. Music-Vend's Steve Levy told RePlay the association scored a very good turnout and that everyone had a super time. Levy also added to the good cheer by running a "golf tournament" on Irem's Skins Game (local operator Mike LaCroix won). General Coin's Mike McWilliams said his firm was pleased to play its part in the exposition, adding "the Alaska people are just great."

... more photos on next page...



Above: Keith Copeland (Valdez Vending & Amusement) and friend take a sitdown break.

Top left: Mike LaCroix (left), winner of the putter and balls in the *Irem Skins Game* contest, is joined at that very video by Jim Herbert (Artic Music) and Bill Donley (State Vending). Center left: General Coin's Mike McWilliams set to demonstrate the Pioneer CD box for Dave and Elly Leavy (Dale Services, Clear). Bottom left: Doing their "cover shot" by the Rowe box are Vic Tyler (Kenai, Alaska), Dave Hall (Rowe), Marv Galante (Music-Vend) and Rowe service instructor Bob Wasliewski.

RePlay Magazine

November 1992

PHOTO FEATURE



 $\label{lem:AMOA} AMOA\ prexy\ Craig\ Johnson,\ special\ guest\ at\ the\ Alaskan\ affair,\ takes\ the\ opportunity\ to\ have\ some\ fun\ shooting\ darts.$



Vic and Vicki Tyler (Tyler Novelty) square off on the A.G. Soccer-Ball pinball. Looks like Vicki's got a good ball going, no?



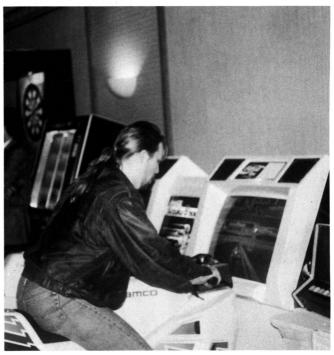
Frieda Knox and Linda (Anchorage Amusement) with Dan Thompson and friend take a refreshment break.



Younger tradesters bite into the lineup of videos and pins along the wall of the Holiday Inn exhibit site.



Old friends Jerry Estes (General Coin) and Lamar Forque (now with Merit) meet up again in Anchorage for the Alaskan operators' meeting.



Namco's *Suzuka 8 Hours* racer gets a workout amid General Coin's equipment display at the event. Service schools were also held.

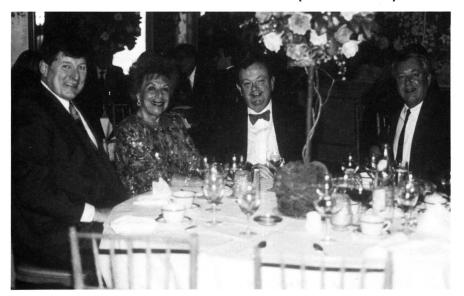




The gang's all here! It took us a three-shot montage to get all the out-of-town guests into one photo when we lined C.A. Robinson's suppliers up during cocktail hour at Jimmy's Restaurant the night before the open house on Pico Blvd.

C.A. ROBINSON SEES LARGER '92 CROWDS

California dealer hosts post-AMOA parties in L.A. and SFO



The head table at Jimmy's pre-show dinner party finds (from left) NSM's Rus Strahan, Leah Bettelman, Williams' Joe Dillon and Valley's Al Shaffer.



Konami's Frank Pellegrini (left) with San Diego's Charles Gillman and the latter's redemption chief Jeff Spofford by *Lethal Enforcers*.

Less than two weeks after the Expo curtain rang down in Nashville, C.A. Robinson & Co. raised theirs at operator open houses, held at their L.A. headquarters (Oct. 16) and two days earlier at their SFO branch up in the "city by the Bay." In both cases, VP Ira Bettelman said attendance was a little higher than at last year's after-Expo parties, though he'd expected even bigger numbers of operators to turn up, due to the distance from the coast to the AMOA event in Nashville.

Bettelman said equipment ordering took place at both of his venues, with the accent on buzz hits like Lethal Enforcer. He said a good deal of new product joined the more obvious winners and that operators spent extra time trying them out before making any purchasing decisions. On the whole, C.A. and its customers had a good exercise on the new product spread they handle, which was especially valuable to tradesters who didn't go to Nashville.

Leah Bettelman piloted the food and refreshment selection at both affairs; as usual the comestibles were lavish. She also joined other company execs and sales staffers, meeting and greeting the crowds. (Leah will be honored at ACME's big dinner party next March in Las Vegas; rumor has it she's already working on her speech.) Here's a bunch of snapshots we scored from the L.A. event, including some taken at the Oct. 15 dinner party given by C.A. for out-of-town factory folk.



C.A. veep Hank Tronick greets part-time operator (and old friend) Willie Marchand.



Disneyland's 30-year vet Bill Hogarth with Jan Arevalos join Ira Bettelman (right) on the showroom floor over by Atari's *Space Lords* video.



Overview of the courtyard at C.A.'s Pico headquarters where tables and chairs were set up for diners (once again catered by Langers).



Atari's Mike Taylor enjoys watching Bill Hogarth trying out the new *Space Lords* attraction.



Strata's John Cassaday (right) and Elvie Porter (Porter Amusement) by the upcoming *Time Killers* kit down on Pico.



Smart's Larry Berke shows John Lorraine (Encinitas Games) the *Ronald McDonald* minibasketball for independent McDonald's outlets.



Happy Days Family Arcade owner Larry Naddeo relaxes with Birmingham Vending topper Al Toranto at the firm's post-Expo showing.



BVC's Gary Gouse, Tim Paukner, Greg Valeski (Pink Panter Vending) and BVC's Dan Raditz. (Personal to Tim: sorry we mis-named you in an AMOA show photo in this issue!)



Tri-County Vending's Dayton Hutchingson (center) with Gene & Barbara Cook of Just In Darts at the October 10 post-Expo show.

STARS & STRIPES... AND A SOUTHERN CELEBRATION

Birmingham Vending brings Rowe 'American' CD juke center stage; dealer's Florida branch tosses red-white-&-blue post-AMOA party



SNK's Jim Chapman and Namco's Tom Siemieniec over by the video games.



Michael Quinn, son of Amusement & Vending's Tom Quinn, has fun on a kiddie ride.



Jeff Foster (seated) of Foster Vending tries out Virtua Racing while others await their turns.

It was a Saturday afternoon. American flags were flying. Hamburgers were grilling. Red, white and blue could be seen around every corner. Somewhere, the Star Spangled Banner was playing.

Yet another election year rally? Or maybe a late Independence Day picnic?

No, this was the scene of Birmingham Vending Company's annual open house and post-AMOA show in Orlando, Fla. The event featured Rowe's LaserStar 100 C, the "American" model. Approximately 450 operators, factory reps and Birmingham Vending staffers enjoyed each others' company during the Oct. 10 event. They streamed through the Florida division's offices and warehouse to see the latest amusement equipment, renew acquaintances, and enjoy the festivities.

Guests sat down to a catered, home-style all-American meal of barbecued chicken, hamburgers, potato salad, apple pie and more. Great door prizes, rooms full of new and used equipment, and tunes from Rowe's center-stage jukebox added to the fun. "All in all, it was a great time of family fun," smiled Birmingham's Florida topper Charles Caplan. "We mixed business with pleasure for a memorable day."



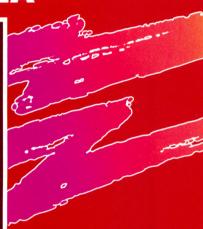
Competition heats up with 4 players in the race!



The winner's circle is the place to be!

THE WINNING FORMULA







Shooters on your tail and twisters up ahead!

DIMENSIONS:

 Height:
 78.5 in.(199cm)

 Depth:
 57 in. (145 cm)

 Width:
 53 in. (135 cm)

 Weight:
 630 lbs. (286 kg)

6 TRACKS PLUS HEAD-TO-HEAD COMPETITION!

Moto Frenzy Mini Deluxe is a 1- or 2-player sit down game featuring high speed off road motorcycle racing and shooting action. Each of the 6 unique tracks presents a new challenge with obstacles to blast out of the way.

The realistic handlebar controls have a vibrating twist-grip throttle. Competition between players is optimized with Atari's exclusive "Rump-Thump" feature.

For maximum earnings, operators can link up to two units for 4-player, head-to-head competition. With four players in the race, all are allowed to continue play as long as at least one player crosses the finish line within the time allowed.



Rhinos rule the road in Kenya!



BETSON PARTIES DOWN

New Jersey HQ of mega-distrib hosts well attended post-AMOA event

After a strong product showing like AMOA Expo '92, the best possible follow-up is a strong product

showing at your local distributor. That's exactly what Betson New Jersey provided on Thursday, Oct. 8.

SE LA SERVICE LA SERVI

Joe and Louis Tolve (Tolve's Amusement, Inc.) flank Betson's Ed Ernst at the open house.

Over 500 operators from the New Jersey and New York metropolitan areas attended the event, held at Betson's Carlstadt, N.J. headquarters facility.

"The positive feelings the industry experienced in Nashville, were also present at our post-AMOA event here," smiled Betson's Christopher Cirillo. "The operators felt the product mix should help make the balance of 1992 a strong year."

Betson highlighted many new machines including drivers, shooting games, redemption pieces and Williams-Bally pinballs. The distributor added to the fun with a prize drawing at the end of the day. Awards ranged from kits, to a five-day trip for two to Puerto Rico. In all, it was a very good day indeed!



With SNK's Neo•Geo and Bundra Games' Neck-N-Neck are SNK's Jim Chapman, Betson's John Feltz and Bundra's Frank Bundra.



Betson's Joe Beston shows Glen Kramer (Nicole Amusements) the neat new *Mortal Kombat* video from Midway.



With Bromley's *Quarter Mile* redemption piece are (left to right): Joe Bundra (Bromley), Abraham Figueroa, John Folk and Lonnie Sobel (all three from Rack N Roll), and Mark Zambek (WJZ Vending).



Betson/Imperial's Joe Migueles visits with Roberto Esposito (Uruguay).

PHOTO FEATURE



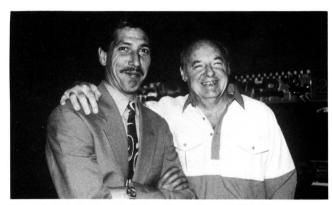
Howard Preschell (CMG Vend), Rowe's Joel Friedman & the CD-100C.



Ron Spanner of BSL Amusements gets a look at Strata's latest video, Time Killers (due out soon), from the firm's John Cassiday.



 $Betson's \, Tom \, Far and a \, with \, Prime time \, Playhouse's \, Bob \, Petrin \, Sr. \, \& \, Jr.$



Betson's Bob Boals with Galaxy Game Rooms' Skip Meadows.



Funway Amusement's Angelo Dipaola, Sega's John Hill and Betson's Ed Ernst over by Sega's well-received Virtua Racing.



Konami's Mike Kubin shows how it's done on their hit Lethal Enforcers.

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open house at AVS enjoys good mood & turnout



AVS's Ron Bolger & Frank Gumma Jr. flank Ron Gelatka (Mike's Amuse.) by Rowe's phono.

All the gang from American Vending Sales (Elk Grove Village, Ill.) were on hand Oct. 9 to welcome operators to their fine post-AMOA open house. That's the Gummas (president Frank and VP Frank Jr.), game sales topper Ron Bolger, plus amusement sales staff John Neville, Leo Finn, Nick Cosentino and Dan Clarton.

"It was a well-attended event," said one factory rep who went to the affair. "Wonderful food, lots of activity and lots of interest in the new games, including Sega's Virtual Racing, Williams' Mortal Kombat and Strata's Time Killers." Here are some photos from the festive occasion.

... more photos on next page...



American Vending Sales' Frank Gumma Sr., Doyle & Assoc.'s Sondra Doyle, Romstar's Tim Jackson and AVS's Nick Cosentino at the event.

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AVS's Ron Bolger and Capcom's Ron Malinowski with the latter's new products.



Jim & Kem Thom of Western Automatic Music at the successful Oct. 9 post-AMOA open.



Strata's John Cassiday and Dynamo's Chris Brady pause for a picture at the event.



Fabtek's Steve Ward and Sega's Ken Anderson play Virtua Racing while Ron Bolger looks on.

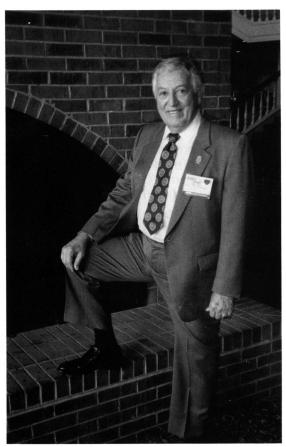


 $Williams-Bally/Midway's\ Bob\ Lentz\ and\ Jim\ Patla\ flank\ Kaneko's\ Jim\ Bel\'t\ at\ the\ product\ show.$



AVS's Ron Bolger with Kaneko's Marty Glazman products such as Explosive Breaker.





installation of legal pokers speeding up in Louisiana; trade leader Nims predicts 12,000 units by yearend

AMOA past president Bob Nims was a leading force in creating the regulated video poker market in Louisiana. His accomplishment looks more and more impressive, as months pass without any other states approving operator-run VLT systems yet. Legal pokers began operation in the Bayou State on July 1. As president of AMA Distributors and the Lucky Coin route (Metarie, La.), Bob is right in the middle of this vital new market.

Last summer, Bob reported that getting the new market up and running was an incredible amount of work, and that quite a few carpetbaggers from other states and "wanna-be" distributors had jumped into the competition. Racetracks had about 1,000 pokers up and running from Day One, but initial installations of pokers on the street was slow, Bob said...maybe 100 machines by mid-July. Since then, the trade has been eager to learn about further developments. During the AMOA Expo '92 in Nashville, we asked Bob for an update.

REPLAY: Bob, thanks for taking the time to talk to us about video poker in Louisiana. Let's start with the most basic question: how's it going?

NIMS: I think it's beginning to pick up a bit. More locations are now applying for a license and more machines are getting out there. A lot of people who were hesitating, who wanted to take a "wait and see" attitude, are saying "This looks okay; we'll go along with it." As of the end of the first quarter of operation. the State Police released figures showing over 6,000 licensed video draw poker games. Approximately half of them — around 3.000 — are in racetracks. OTBs (off-track betting parlors), and truck stops. Another approximately 3,200 more are in ABO outlets (alcoholic beverage outlets), where they're allowed one to three per location. So it's moving along.

REPLAY: Is the small operator participating, as well as the large operator?

NIMS: Oh, yes. Definitely. The small operator is taking care of his customers and locations.

From what I can see, they're very pleased. Three or four months ago, people were kind of uptight and full of stress, anxious. Now they're beginning to see the results. They're getting machines out in locations and the money is starting to come back in. Before, everything was a capital outlay; now they're seeing some income returning on those investments. So it's looking good.

REPLAY: Probably everybody who runs into you at this show asks for average weekly grosses. Can you share any information about that?

NIMS: At the present time, I think the figures are very similar to what South Dakota had at this point in the start-up of the market. I'd say presently, the average weekly income after payout on the machines — before state and local government got their 22.5% — is probably \$350 to \$400 a week.

REPLAY: That sounds pretty darned good to us!

NIMS: (Smiles) It probably sounds pretty good to any legitimate coin machine operator in our industry. We're pleased with what's happening and we look forward to a growing future.

REPLAY: Is there any one brand of machine which does a better gross or net? Or do players have brand lovalties?

NIMS: Well, the machines that are basically in the field right now are VLC, IGT, Williams, Bally and Premier. Of those five brands, presently I would think VLC and IGT pretty much have the majority of the market share. IGT because of the initial sale to the racetracks. VLC, the line I represent, has been more popular with the operators.

REPLAY: Is any one type of location performing better than others?

NIMS: Truckstops are doing

well because of their strategic location, maybe near the Louisiana-Texas border. They're initially attractive to the players and are doing somewhat better than the street locations which are on line.

REPLAY: Do the truckstops have more of an "extravaganza'' atmosphere?

NIMS: Right. They can have one to 50 machines. In very strategic locations, they have installed the full 50 units. Others sited more in the state's interior may include 15, 20 or 25 machines. Some truckstops haven't put any machines in vet. So the truckstops are probably enjoying a little better average income than the street locations and are doing a little better than racetracks and OTBs. Of course. there's a major reason for that which everybody in the coin machine industry can understand. Truckstops operate 24 hour a

day, seven days a week. That gives them more time for play than racetracks or OTBs.

REPLAY: State regulations include safeguards to keep every mom & pop newsstand from declaring itself a "truckstop." Are these safeguards working well?

NIMS: As far as I can see, they are up to this point. A lot of people want to have them, but I think the safeguards will ensure that these locations remain real, valid truckstops.

REPLAY: What's happening with location promotions?

NIMS: Our rules and regulations call for this to be a very lowprofile industry as far as bars. lounges and alcohol beverage outlets. There really aren't any promotions as such. Outdoor advertising saying "Come to Joe's Bar and play video poker games" is not allowed. This is a low-pro-



file format of adult gaming entertainment. We feel that's the way it should be and we want to keep it that way.

REPLAY: Have some locations been tempted by irresistible offers, and dishonored their contracts with existing operators?

NIMS: That's happened. Of course, when that happens it's disappointing to the person who had the contract. But you do have legal remedies.

REPLAY: Have some lawsuits been started on those grounds?

NIMS: I'm not aware of any at this point. But I certainly would not be surprised, if a number of suits were instituted.

REPLAY: Last summer you told us about a dozen manufacturers had been approved and about 20 distributors. Have those numbers remained about the same?

NIMS: Yes. We might have picked up one or two manufacturers and possibly one or two distributors, but no more than that.

REPLAY: Are some of the Johnny-come-lately distributors fading out already, or are they hanging on?

NIMS: I think a lot of people who got licensed as distributors and operators both, probably never got out of the starting gate. At this point, they may not intend to. Applying for the license was probably a matter of positioning themselves, hoping they could do something with the license.

REPLAY: Where video pokers have been installed, what effect has it had on customer traffic and amusement revenues? Have any locations said, "Sorry, you have to move the pool table out because we're putting in gaming equipment?"

NIMS: No. we haven't. Many people don't realize, this was a well thought-out bill. We didn't try to get a whole bunch of machines approved for these ABO outlets. One to three is the number. Three machines is not going to replace the pool tables and the jukebox! We were not looking to kill any business presently enjoyed by the operator. From what I can see at this point, the majority of bars, lounges, taverns and ABOs that have installed video pokers are enjoying better business by providing an additional form of adult entertainment. The income from the other coin machines, except for probably video games, has not appreciably been reduced. So what we see so far, is a plus-plus business. It's more business for the bar and more income for the operator. If it continues along these lines, it's really going to be great.



REPLAY: Did Hurricane Andrew put any crimp into building the market?

NIMS: God blessed us when Hurricane Andrew hit Louisiana, because if it had to come into our coast anyplace, the approximate place it arrived was the best place for it to come without doing a lot of damage. It came up the Atchafalaya Bay and Spillway, which is deserted because it's a flood control area. It did a lot of tree damage, but thank God not a lot of damage to inland places.

REPLAY: To protect local operators, state regulations say that each operator must be a business which is majority-

owned by Louisiana residents. As you said last summer, this hasn't stopped outsiders from entering the state and trying to cash in on the market. Do you have any feel for what percentage of licensed operators have out-of-state interests as a minority factor in their corporate structure?

NIMS: I'd have to say the major percentage of out-of-state people with a so-called minority interest in a corporation, are mostly involved in the racetrack, OTB and truckstop operations up to this point. Originally, the street operator would not have addressed those sites anyhow. So the actual street operations where one to three machines can be placed, are for the most part staying in the hands of local trade members.

REPLAY: Advanced technology including some fiberoptic trunk lines and a state-run central computer are part of the Louisiana system. Have their been any technical glitches, as were reported by some Oregon tradesters and location owners?

NIMS: We've had a few, but not really enough to mention. We have the same fiberoptic system as they have in Oregon, so whatever problems surfaced here, we benefited from their learning experience.

REPLAY: Some reports out of Louisiana said the State Police, who regulate the poker market, wanted too much information and over-investigated everybody involved at first. Some location owners reportedly refused to fill out a phone-book sized application form. Are the regulations and red tape getting under control?

NIMS: I'd have to say the regulations are fine. We had an ample opportunity for a great deal of input into regulations with the State Police Video Gaming Division. This has been a learning experience for everybody includ-

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ing that division. I think they are on target and are presently expanding their enrollment operations, putting in more regulatory personnel and stations. Under the circumstances, with it being a new business for them and us, I feel it's going quite smoothly.

REPLAY: There's a good argument to make for going slow. As a member of the industry who makes his livelihood from this, or as a citizen of the state, wouldn't you want police to say, "Let's take our time and do it right, because we want to live with this for a long time." If you hurry into anything, you might be sorry later.

NIMS: That's very true. A lot of people say they're dragging their feet or taking their time, but they're really on target. Our market has been building through July, August and September. To get over 6,000 machines on line throughout the state in less than a three-month period, is moving pretty well. That's not dragging their feet. And now that they're getting more personnel, by the end of the year I'd think we may double the number of machines on line. It could be around 12,000 units.

REPLAY: That's about 50% of the total market?

NIMS: Exactly. I estimate that during the course of the next year, they'll add another 12,000 to that. By the end of 1993 they should have close to 25,000 machines on line. That will be very, very good. That's their target and I think they're proceeding well at the present time.

REPLAY: Does that mean that by the end of the second full year of poker operations, Louisiana will hit that projected \$92 million income to the state?

NIMS: Oh, yes. We're going to hit that projection. Of course, after you get the machines out there, it takes a little time for the money to start coming in. But starting from scratch, I believe our first three months of operation earned \$11.3 million of entertainment income to state and local government.

REPLAY: You stressed the word "entertainment." Why?

NIMS: The income these machines take in, is from the entertainment dollar the public spends anyway. It's not taking away from people buying automobiles. groceries, clothes or any necessity items. This is money they might have spent going to Disney World or to the movies. From what I can see of coin-operated video games, including the format of video poker, it's a more wholesome form of entertainment than many movies today. This is a voluntary tax that state and local governments receive out of these machines.



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REPLAY: Is giving some of money to the local governments important?

NIMS: Not a lot is said about this. Everybody says the state gets 22.5%, but local government was not forgotten in our legislation. Local government may be the municipality or local parish where the machines are located. They participate in 25% of the 22.5% income. Whereas the State Police collect all the license fees for their budget, local law enforcement gets 25% of their local license fees. This is also a very large amount of income, as you can readily see when we have a license fee of \$1,000 per machine. Every time somebody puts a dollar into a poker machine, it really escalates the income for the state and local government another five or six percent. A minimum of 25¢ out of every dollar goes to state and local government. That's a

great income and helps keep taxes down. So taxpayers of the state receive a benefit, too.

REPLAY: Are legislators and public supporters pleased with results so far?

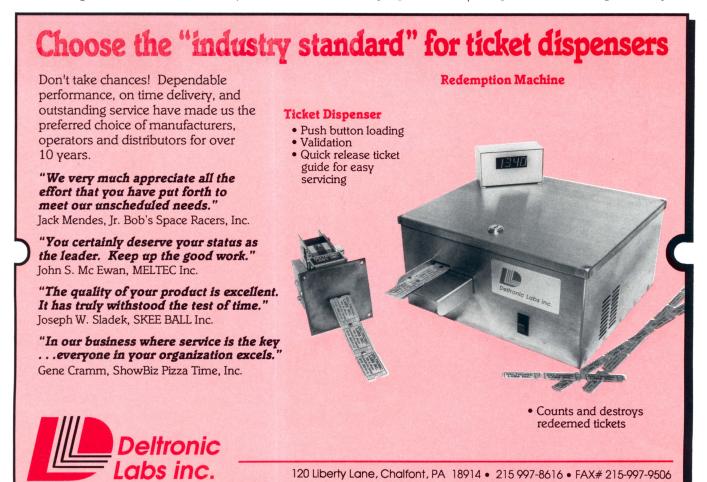
NIMS: Those who understand it are quite pleased. Unfortunately, you always have someone who formulates opinions without any real research or knowledge, and jumps to erroneous conclusions. But the economy of Louisiana is really benefitting from video poker. A lot of people have been employed. Locations, especially truckstops, have hired additional help. If they put video poker in a seven-day-a-week, 24hour-a-day establishment, they probably hired 10 to 30 additional employees. Where the alcohol beverage outlet business was suffering from the trends of the times, people who spent a lifetime in that business can now look forward to staying in it. So we're creating employment and income.

REPLAY: We keep hearing about the possibility of a New Orleans land-based casino, riverboats and other forms of gaming. What's the situation on that?

NIMS: The Louisiana legislature has approved one casino for the state, which I understand will be located in the city of New Orleans. Last year they approved paddle-wheel riverboats to have casino gambling. We'll probably have 10 or 12 riverboats based in several cities like Shreveport and Baton Rouge and a lot of others. At this point, none of the riverboats are in place and it looks like another year or 18 months till that would happen.

REPLAY: Do you foresee any downside to this competition?

NIMS: I don't see that as a detriment to the video draw poker games that are presently on



line in bars, lounges and alcohol beverage outlets. That's not something that's really competitive. What we're doing with one to three machines is for small business. Paddlewheel gambling is big business; I don't look at that as being competition.

REPLAY: Operators around the country today still have mixed feelings about video lottery. Sofine have asked, "Even if we get it, can we keep it?" They're worried about creating a market which the state will step in and take away from them, three or four years down the line. Is this a concern in Louisiana?

NIMS: I can understand how if your market is classified under the state lottery, you might have that fear. Look what happened in Oregon, look what almost happened in Iowa. That's why I keep referring to Louisiana's machines as video draw poker, not



video "lottery" since regular lotteries are often a state-run activity. Our act is a free enterprise, private sector, legislative act which is named "The Video Draw Poker Devices Control Act." It was passed to replace the thousands of gray-area poker machines being operated in

Louisiana...machines that nobody was enjoying any tax income from, or any economic stimulation. This was something the legitimate businessman could not participate in. So our act is kind of unique. I only know of one other state to do this, and that was Montana, the first state to



legalize poker games. The important thing to remember is, we are not "video lottery." We are the "Video Draw Poker Devices Control Act," regulated by the State Police Video Gaming Division.

REPLAY: We've heard manufacturers and operators in other states say Louisiana was pretty smart about the way they handled this. What's your advice?

NIMS: When you draft your

proposed legislation, make sure there's enough safeguards to protect the coin machine operator and his place in the industry. Otherwise, they might find the state taking over as they have in Oregon.

REPLAY: You've mentioned the learning curve for new technology. That's a hot issue these days, given all the concern about fiberoptics, digital compression and the possible competition it may invite. Is the video poker experience helping Louisiana operators become more in tune with today's technology?

NIMS: We're aware in Louisiana that some national issues need to be addressed in Congress, and that AMOA is working on them. Louisiana operators have contacted our congressmen, asking for their help in ensuring that multi-million dollar telephone company competition doesn't move into our state.

REPLAY: Is a Louisiana poker operator more likely to be familiar with computers and ready to adapt to technological change?

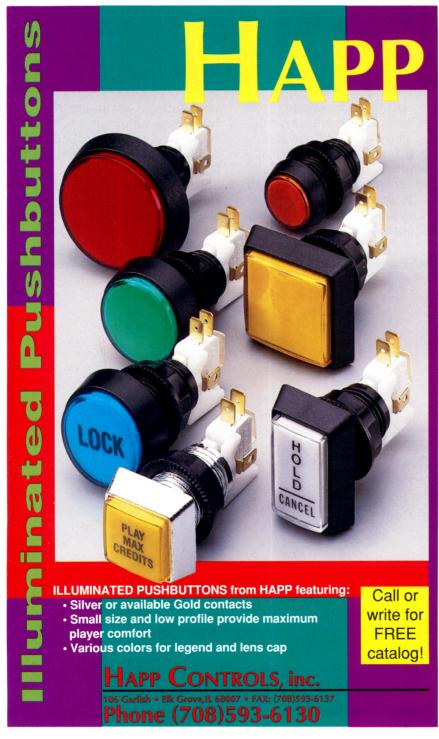
NIMS: In all probability, yes. As an owner of a coin machine business, I find myself becoming more interested in that type of technology. We never really had to become that technical before. But in recent years, more and more of the progressive operators have computers. So yes, it does bring you up to snuff.

REPLAY: There's been some comment here at the AMOA show that you don't see that many operators wearing Louisiana badges. You're one of the few who made it! Is everybody else home building that market and making money?

NIMS: (Chuckles) I'm one of the few, but I want you to know that as of this moment, I have seen some of my customers here, as well as friends who are Louisiana coin machine operators. I've noticed five or six of these people on the exhibit floor. Maybe because of the proximity of Nashville to Louisiana, they have made it up to the show!

REPLAY: Congratulations again, Bob, on your very successful leadership and accomplishment in doing so much to help create Louisiana's poker market. And thanks for this interview.

NIMS: You're welcome.





UESTIONS by Laurence Merritt and David Hagen

Super-Successful Litigation Shows Value of Proper Location Contracts

We recently won a law suit against a location for breaching a location agreement. The sum of the award is in six figures.

The lawsuit involved issues we have seen many times in disputes between operators and locations. Consequently, we believe this is a good opportunity to review this lawsuit with you, to show operators the importance of having written location contracts that are properly executed.

The issues successfully litigated were:

WHO IS RESPONSIBLE?

The location was owned and operated by a corporation. In addition to having the corporation sign the contract, our client wisely insisted that the principals of the corporation sign the contract individually. As you know, operators invest considerable money in the purchase of equipment to service a new location. A location contract signed only by a corporation may prove valueless to the operator. Corporations all too frequently have insufficient assets to back up their contractual obligations. Consequently, an operator should always insist that the principals of the corporation sign the location agreement.

Unfortunately, our client's route man made an error in the preparation of the written location agreement. That error caused an ambiguity which the location tried to use as a way to avoid liability. At the top of the written contract, there is a description of the parties to the agreement. The route man filled in only the names of the corporation at the top of the agreement. The top portion of the agreement failed to state



LARRY MERRITT



DAVID HAGEN

Laurence Merritt has been helping operators with their legal problems for almost 20 years, taking many matters to trial and obtaining large judgments. However, he feels his greatest accomplishments are the times when he has been able to obtain successful results without going to trial. Mr. Merritt is on the panel of arbitrators for the Los Angeles Superior Court and has served as a Judge Pro Tem in the Santa Monica Municipal Court. He has also taught several paralegal courses at Waterson College.

David Hagen has represented operators for a number of years. He has taught paralegal courses at Waterson College as well as been an instructor in the MBA program at California Lutheran University. Laurence Merritt and David Hagen have worked together for many years and both welcome comments and questions. You can reach them at: Merritt & Hagen, Attorneys at Law, 6400 Canoga Ave. #311, Woodland Hills, CA 91367; phone: 818/992-1940; fax: 818-992-3309. that the principals were executing the agreement as well. Nonetheless. the signature lines at the bottom of the contract showed that the document was signed by the corporation and by its principals.

The defendants argued that the top portion of the contract controlled and limited liability to the corporation. We argued that the individuals signed the agreement because they intended to be bound by the terms of the contract.

We successfully prevailed on this issue. The court determined that the individuals would not have signed the agreement personally, unless they intended to be bound by the agreement.

Failure to fill out the written contract properly almost caused our client to lose this case. It is extremely important that the contract clearly shows who is bound by its terms. by specifically including the individual owners of the corporation. Separate signature lines should be available for each principal of the corporation.

OBLIGATION TO CONTINUE BUSINESS

The location in the suit, a bowling center, proved to be unsuccessful financially, and the business was permanently closed. Consequently, the location owners took the position that no further obligation was owed to the operator, because the business no longer existed.

We argued successfully that the corporation and its principals were legally obligated for damages to the amusement operator when the business was closed. Our position was that by signing the agreement, the owners of the bowling center agreed

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to keep the bowling center in operation during the term of the contract. Thus, closing the bowling center before expiration of the contract represented a breach of the amusement/location contract. The corporation and its principals were liable for damages.

MEASURE OF DAMAGES

In almost every lawsuit we file on behalf of operators, the locations argue that operators are not legally entitled to damages. We have been successful in convincing the courts otherwise. The two key legal issues are the following:

1. Placement of machines at other locations (mitigation of damages). Locations argue that an operator is never damaged when a location contract is breached. The location says that the operator can simply take its machines and place them at another establishment. This does not follow the law. The law provides that the operator is entitled to the profits it would have earned from each location; location owners are not entitled to benefit from the fact that the operator is able to sign up

other locations. The operator is entitled to profits from each location it services, without applying those profits to losses caused by a location which has breached a contract.

2. Operating expenses. Locations argue that an operator's damages should be reduced by the operator's costs to conduct business. This argument also does not follow the law. An operator's expenses are normally fixed. Those expenses do not go up or down by reason of servicing one location. The operator's expenses for rent. salaries, rotation of equipment, and other business expenses are normally steady each month, despite the addition or subtraction of one location. Consequently, the measure of damages should not be reduced by any of the operator's expenses.

Our victory in this case is very satisfying. It demonstrates that our experience and advocacy for operators is proving beneficial. This case also demonstrates again the importance of the topics we repeatedly cover in this column.

A written location agreement represents the right to receive future income. Use of the correct language and proper execution of an agreement is crucial, since an improperly written or executed contract may be worthless. A good contract, properly signed by the right parties, is an extremely valuable asset.



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The Best Promotion I Ever Saw, Part 2: Sweepstakes Strategy

Last month I presented a step-bystep program for the best promotion I was aware of, for a family entertainment center. I underscored the value of mailing lists, player registrations, newsletters and community involvement. Then I outlined how an operator could run a car giveaway sweepstakes.

This article discusses the strategy behind the car sweepstakes promotion and outlines steps to make the promotion successful.

First, if possible, the car should be displayed on the premises. It should be ribbon-wrapped, and washed weekly to keep it sparkling.

Next, in making the deal with your car dealer, ask for a large discount on the cost, in exchange for the free publicity and a sign placed on the roof of the auto with the dealer's name displayed.

The contest is suggested to run for a 22-week period. We suggest picking 25 semi-finalists each week. This keeps more people involved than if finalists were picked during the last week only. Also, it encourages people to re-visit more often, to see if they were picked as finalists. And it increases their chances of winning, because (under the proce-

dures outlined in my October column) each return visit allows the guest to enter the contest again.

The final drawing should be held on a normally slow day, preferably during evening hours. This should give a boost to your income, and if done properly, it gives your customers a final chance for one more entry. Make sure the facility is ready for the crowd. Get the press involved, too.

I would suggest asking your local mayor, or perhaps a clergyman, to select the winning entry. This will demonstrate the integrity of the contest.

Offer to pay the sales tax on the automobile if the winner is present the day of the drawing. With a 22-week contest, at least 500 semifinalists and their families will show up. Certainly this must be considered a good start.

All semi-finalists picked each week, should be sent a letter the week their names are drawn. The letter should make them aware they have been selected as a semi-finalist, state the grand prize they'e now eligible for ("1993 Grand Prix"), and list all features of the car. Also, mention that with some 100,000 total entrants (or whatever the cor-

rect number of total entrants is), they are one of the 550 semi-finalists. Announce the importance of them showing up the day of the drawing: sales taxes paid, and the publicity.

Also, remind each semi-finalist that each return visit enhances their chances of being a semifinalist a second time.

Postcards should be sent to your entire mailing list, at least two weeks prior to the contest beginning. The starting day of the contest, give away a free color TV. Have each guest bring in the postcard you sent them, to enter the TV drawing.

Prepare hand-out flyers with all contest rules (see October column) and leave them at the redemption counter. Have your attendants pass them out and place them on windshields of cars in the location's parking lot.

As the drawing day grows closer, start announcing only 3-2-1 weeks left for the contest in your mailers.

Do all these things correctly, and believe me: you will need a police officer to control traffic during your slow season!

That's thinking redemption!

coverstory

NSM-AMERICA: GROWING FAST, READY FOR TOMORROW

new looks and new technology help spur jukebox sales growth; new sales & support staff aboard; stronger dealer net to come

What's new at NSM? How about practically everything? New technology, new staff, new plant, a new jukebox model, and new markets. And, to top it all off, new sales records.

Jukebox sales "continue to soar," said the firm, citing growth from 5% of the U.S. jukebox market a while back, to an estimated 35% of it now. "Our sales have doubled for going on three years in a row," stated NSM-America President Rus Strahan.

NSM attributes this dramatic increase to two basic factors: one,

they're making prettier jukeboxes nowadays. While the German parent company continues to stress top-quality player mechs, the U.S. subsidiary (headquartered in Chicago) has taken charge of the "look" of the box. The result is the modern, attractive Performer Grand and their just-introduced, smaller "economy" model, the Performer Classic.

The second factor causing NSM juke sales to soar, said the company, is technology. After the snazzy new cosmetics convince operators to "take a look under the hood," Strahan said they discover "a con-

ceptually different system, designed for digital sound technology." This is a major selling point for the company. "The jukebox industry is the only industry with sound systems that are still basically modified 45rpm systems," Strahan said.

NSM'S CD PLAYER MECHANISM

Strahan repeated for this Cover Story that NSM's CD mech is not just a revamped 45rpm system. (He's been saying this over and over for some time, but feels maybe people





Pictured above, NSM-America's Performer Classic (at left), which just recently has been introduced, and the Performer Grand.

RePlay Magazine November 1992 Page 147

NSM UNVEILS PERFORMER CLASSIC

NSM introduced its new Performer Classic CD jukebox at AMOA Expo '92 (Nashville, Oct. 1-3). Execs reported a smashingly positive reception from operators to this smaller, "economy" version of their Performer Grand, to which it bears a clear family resemblance. The sleek black cabinet includes a visible player mechanism, a 4x4 "Picture Display" title strip, and mirrored surfaces to reflect cabinet lights.

Those bright colors (reds and blues) are part of the design differences for the new model. The colors glow in bold light-up swaths across the front. The cabinet also features animated "laser chase" lighting across the top. And, compared to its big brother, the Classic's lines are a bit softer, more gently curved.

"It's significantly smaller in size, so it can fit in locations where space is



really tight," said NSM execs. "And it's priced substantially less than other full-featured jukeboxes."

are more ready to listen these days.) Instead, Rus explained, NSM's mech is a brand new approach, designed from-the-ground-up by those exacting German engineers back at NSM headquarters. Strahan grandly

compares NSM's new technology to the change from vacuum tubes to transistors.

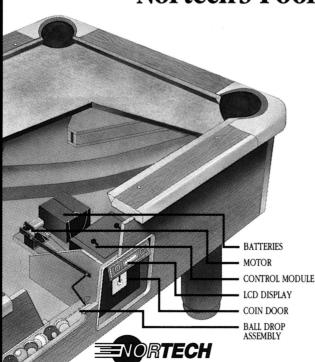
NSM is very, very proud of that point. Critics may claim the NSM mech is "more computer than jukebox," Strahan suggested. He countered: "Maybe our 'different' approach is how a CD system really should have looked all along.'

But that doesn't mean NSM's technology is way-out hi-tech, or weirdly futuristic. The firm's new exec, John Margold, said NSM has simply taken off-the-shelf technology (which is present-day, standard stuff in other industries) and applied it to their jukebox. "We're not really hi-tech," John said. "It's a 'current tech' product."

Strengths of the NSM system include a super-speedy "Quick Change Artist" 100-CD changer. A consumer version of this player was recently featured on the cover of the two largest U.S. audiophile trade magazines. "Essentially, both publications recommended it to readers as the pinnacle device for enjoying

HE TIME N

Nortech's Pool Table Controller



Page 148

Revitalize old. rack-only tables

- Installs in minutes
- · Kits available for Valley and Dynamo tables
- · Open up old, rack-only tables to 9-Ball league play
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- Motor
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- · Mounting template
- Operator's manual

RePlay Magazine

To order or for more information, write Nortech Mfg., P.O. Box 338, Virginia, MN 55792. In USA and Canada call 1-800-521-6372. All others 1-218-741-6075. CD music," Rus said. "Quite a testimonial."

Another strength of the NSM mech is first-rate protection for CDs inside the jukebox. Discs are cradled in a tray. And, NSM is proud of something just introduced: "ESV" technology. "ESV simply means we can now turn various functions on and off automatically at any time—such as background music and reduced pricing," said execs. "ESV technology equipment also tracks and stores information by both song and album." (See sidebar for more details.)

LOOKING TO THE FUTURE

Another strength of the NSM mechanism — which NSM loves to talk about — is adaptability to likely future CD technology. "None of us really knows exactly where CD technology is going," Rus Strahan pointed out. "All we know is, it's not going to stay the same for the next 30 or 40 years, like 45 rpms did. And for sure, no jukebox manufacturer really has a thing to say about where digital technology is going. We're at the tip of the music industry's wagging tail: when something happens, all we can do is hang on."

Which brings Rus to his point. "Where NSM shines," he asserted, "is in their alignment to the digital information industry. And that's not just music-making devices; it includes computers, CD-ROMs, and much more. NSM designed the current generation of jukebox product for adaptability, so operators won't be antiquated by change. That's not to say NSM has every possibility covered and that, no matter what, operators are protected against advancing technology if they buy an NSM box. But it is to say the likelihood of certain kinds of changes is high...and NSM has taken them into account in designing current product." He added: "I believe we'll see some changes in digital technology that are very bit as dramatic as the change from vinyl to CDs was . . . only there will be far more changes, and they'll come far quicker."

What kind of changes? Well, anybody who reads this magazine knows Japanese firms are already down-



At the firm's offices in the Chicago area are *Carol Strahan* (Sr. Accountant/Office Manager — and Rus' wife!), President *Rus Strahan* and VP of Sales & Marketing *John Margold*.

loading music over the phone lines to karaoke locations. And, audio compression technology is getting better all the time. In addition, AMOA leaders have signalled that they take very strongly the possibility of new technologies arriving in the next three to five years — ISDN, satellite transmission, digital radio, etc.

NSM takes this possibility seriously, too. "Let's look at the worst that could happen," Rus Strahan suggested. "This is very theoretical, but let's say that within the immediate future, music can be selected and played over cable, or via satellite. You would still need a jukebox to take that signal, convert it, amplify it, and pump it out to speakers. You'd still need something to take the patron's money.

"In other words," he continued, "you'd still need almost everything you have in an existing jukebox, except for the CD changer/player." (And the CDs themselves, of course.) "With NSM," said Strahan, "that means you would have an 18" modular box that you'd unplug and take home (i.e., the CD changer/player), and put this signal-converting box in its place.

"Not a nice thought, maybe," Rus said, "Not cheap, no. But — and this is a big but — doable. Realistic. Not throw it all out and start over again, as we've had to do with 45rpm machines."

Strahan urged operators to "stay tuned in" on the question of evolving technology. Talk to dealers, talk to competing manufacturers, read the trades...but stay informed!

ESV OFFERS "FULLY AUTOMATED" SOUND SYSTEM

NSM's new "ESV technology" sound system, introduced on their Performer Classic model, allows the NSM jukebox to do a lot of things for the operator, automatically, to increase income. Things like, automatically turn on and off scores of features at any day of the year, any hour. (A "real time" clock/calendar is built in, to help ESV accomplish this.) NSM says ESV can control "scores of features" including background music,

attract mode and free credits. Certain objectionable albums or titles can be locked out during certain hours, too.

CD selection and changeover is faster with the ESV. New instant hook-up connectors feature standard RCA plug-ins. A DataPrint printout gives operators music popularity info (by CD and song title), etc. "It doesn't even look the same," smiled NSM execs. "Even the Philips CD player is new!"



Ullrich Schulze Senior Director, NSM-Germany



Peter Kuhn
Board of Directors, Marketing,
NSM-Germany



Dr. Thomas KuhlBd. of Directors, Manufacturing, NSM-Germany



Armin FrankSenior Mgr. of New Products,
NSM-Germany



Roland Rau Marketing Manager, NSM-Germany



Birgit WeisbrodJukebox Product Manager,
NSM-Germany



Jurgen Jost International Controller, NSM-America



John Tracy Trainee/Marketing Manager, NSM-America

NEW PLANT, NEW TEAM

NSM's sales growth is supported by a major expansion of plant and people. They've promised to revamp their U.S. dealer network, too. It's a lot of change for an outfit whose U.S. office was, just a few years ago, basically a two-person team: Rus



George Haydocy National Sales Manager, NSM-America

and his wife Carol, the accounting supervisor and office manager.

The "old" NSM plant is based in Germany and employs some 1,800 people. It's still running, of course, with people on overtime shifts to make enough jukeboxes to feed the world market (where NSM stakes out sales leadership, especially in Europe). The "new" plant is located in Sycamore, Ill. and it plays an increasing role in production of NSM jukes for the USA. It's run as a "full co-venture" with Valley Recreation Products (the people whose high standards in pool tables win prizes every year).

"We are at nearly double the production capacity at Sycamore that we had forecast," Rus Strahan noted proudly. "They've pulled it off."

NSM's personnel side is also expanding quickly. Within not much more than a single year, industry veterans George Haydocy and Keith White joined the NSM team: George as national sales topper, Keith as

national training manager. Next came Jurgen Jost, a financial controller who speaks several languages and can follow international markets with the best of them.

Just this fall, John "Mr. Redemption" Margold joined the firm as a senior management exec. "It isn't easy leaving a company like Bet-



Sue Davis
Assistant Administrative Mgr., NSM-America

son," John said, praising the Betson people and company. But, John added, he was impressed by Rus and the NSM crew...and he became convinced that "NSM is soon going to be number one in this marketplace, too" based on its advanced technology. Said John: "I wanted to be part of it."

John's first major task is to strengthen distribution, and he admits that means weeding out some of the weaker players on the roster. "By year's end, you'll definitely see some terminations," he stated. By the same token, NSM's "star" dealers are getting more support to solidify the relationship, he added. Mid-level dealers will get "every bit of help" John can give, so they can realize their full potential, too.

Some of that extra distributor support will come from new NSM staff "behind the scenes." John Tracy is undergoing training in parts and service; he's got a BS in marketing and economics, and NSM said it has big plans for his talents. Sue Davis, with a BS in business management and computer science, is another new hire learning the ropes; NSM said she will quickly prove her value, too.

For their part, distributors may be moving closer to NSM as well. John said five major dealers have informed the firm they now represent NSM exclusively, whereas these distributors used to represent more than one jukebox line. "They did it on their own, without any pressure on NSM-America's part," John reported.

A MESSAGE TO OPERATORS: THINK LONG-TERM

Rus Strahan and John Margold both said the NSM line is not the cheapest around — "we're usually a few hundred dollars higher," Rus conceded (although the new *Performer Classic* is \$400 less than their flagship *Performer Grand*).

Still, said John, "Operators should not let a few hundred dollars difference in the purchase price of a jukebox unduly affect their choice. If you keep the jukebox on the street for even 10 years, a few hundred dollars up front, translates to only a few dollars a month." he pointed out. "You can see how quickly that up-front savings can be eaten up. An extra service call per year will cost you that."

Obviously, when you buy a jukebox, it lasts on location for many years. NSM says this means you're "locking in" to the manufacturer: i.e., training your service staff to understand that particular machine, relying on their service and parts department, distributor network, etc. With a deep bow to the fine equipment and service offered by their competitors, the folks at NSM are sure they'll be rated very high indeed, when operators give jukeboxes a "long-term" assessment.

NSM-America is located at 5207 No. Rose St., Chicago, IL 60656. Their phone is 312/992-2280; fax is 312-992-2289.

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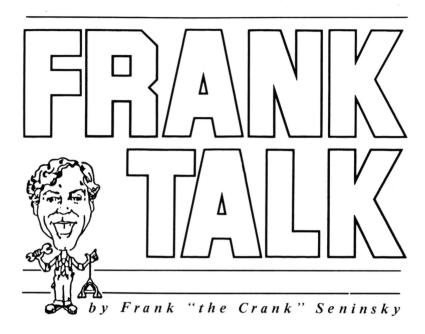
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Industry-wide Modem Use: Standardization Committee is Paving the Way

The coin machine industry is about to take a quantum leap into the world of modems...and that's going to make more money for operators. By plugging our amusement and music machines into phone lines on location, we operators will soon be able to gather data electronically — and instantly — from remote machines. This data will include number of plays, coins, wins, tickets dispensed, etc. as well as total money collected, music play popularity, etc. Modem capability may also extend to the ability for operators to test, program and reset machines remotely, from their offices.

The AMOA/AAMA Standardization Committee is helping make this day happen even sooner. We are getting ready to propose uniform data formatting (i.e., common computer language), as well as uniform modem interfaces. We're also planning to propose uniform wiring connectors from key switches (coins in, etc.) to a single harness with a standard molex plug.

Industry standardization committees are also in the beginning stage of exploring uniform compression schemes. These eventually could be used to let operators download music and game software to their network of cabinets on location.

Steps toward such proposals were the big development in standardization at AMOA Expo '92 in Nashville (Oct. 1-3). At the show, three different standardization committees (plus key players from

the Jukebox Promotion Committee) met and made progress on this important subject. We're not only coming up with standards that unite the different markets (pins, jukes, video, redemption) of the U.S. industry; we're also uniting Europe, Asia and the U.S.

Jukebox factories are preparing to introduce their own systems for modem-based data output. The standardization committees want to coordinate all the "source codes." That means adapting a uniform "communications protocol" so that operators can use a single, common technology (be it handheld readers, modems & computers, direct-to-printer, etc.) to retrieve all of this information from any brand of jukebox.

Some factories also want two-way communication so that the machine will call your computer, over the modem, to self-report problems. Then the operator can dial the machine and test the switches and software from his office. Ideally, we want to be able to link up to 400 games in a single location, hook them into a single modem, and have those machines report data to our offices, as well as change gameplay settings, etc. via phone lines from our offices.

If this sounds mind-boggling, it is. The AMOA/AAMA Industry Standardization Committee began several years ago as a few guys comparing notes. Now it's dozens of people, made up of 80 manufacturers in half a dozen committees, who are the worldwide focal point for a vast quantity of coin-op



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information. We're even dealing with code enforcement authorities around the globe.

Standardization work is performed by a main committee at AMOA, a sister committee at AAMA, and subcommittees that handle specific markets (redemption, jukeboxes and pinball).

Chaired by myself and David Goudeau, the main AMOA/AAMA Standardization Committee is comprised of 50 manufacturers' principals and engineers, plus a few distributors and operators. AMOA board members who serve on the committee include David Goudeau, Ross Todaro, Ed Tolisano, Ralph Ceraldi and Jimmy Franz.

The main AMOA-AAMA Standardization Committee's role is to investigate, propose, approve and revise industry-wide standards. Anything the AMOA side does, has to be approved by a sister AAMA Standardization Committee (wchich is chaired by Richard Ditton of Strata Group) and by the AMOA board of directors.

The industry is already familiar with the standard IAMMA edge connector. After our Nashville meeting, there's now a standard edge connector for three- and four-plaver extender wiring cables. The standard includes specifications for pinouts (inputs and outputs on connectors, wire colors, etc.). After four years of work, this standard is now accepted worldwide and approved by every AMOA/AAMA Standardization Committee manufacturer member. We will soon publish the standard in a 16-page booklet, which can help us show authorities that we are a safety-conscious, well-regulated industry.

The redemption standardization subcommittee, headed by myself and Skip Doyle, held its second-ever meeting in Nashville. Virtually all redemption manufacturers belong to it. The group has passed half a dozen standards already. The most important act in October: we adopted a standard for metering, harnessing, wiring and mounting of ticket dispensers. The standard also sets forth specs on dispenser size, ticket capacity, and low-ticket indicator levels. Placement of ticket and



coin meters in a game are also set forth, along with meter voltages. All of this means operators will be able to switch almost any ticket dispenser for any other. You only have to carry one spare...and changing it will be almost as easy as changing a coin mech!

The jukebox standardization subcommittee is also on the verge of dramatic progress. Back during its spring '92 meeting (held at the ACME show), we assigned members to gather information on jukebox da-

'Obviously, the work of the various standardization committees will have a major impact on our industry's future...AMOA has assigned important members to share the workloadFactories now have a clear grasp of the importance of standardization, too.'

ta ports. A data port is a computer hookup that transfers information (such as play popularity, coins in, etc.) from the memory banks of the jukebox, to any information receiver such as a handheld unit, a remote computer, etc.

Most jukeboxes already have these data ports, so our committee is trying to make sure they all "speak the same language." We asked members to find out about already-existing standards for this in other parts of the world.

They came back to us at our

AMOA meeting and reported on data formats and communications technologies from BACTA (British coin-op trade group) as well as individual jukebox factories. Now we've given this information to factory engineers, who will try to figure out how to harmonize it all.

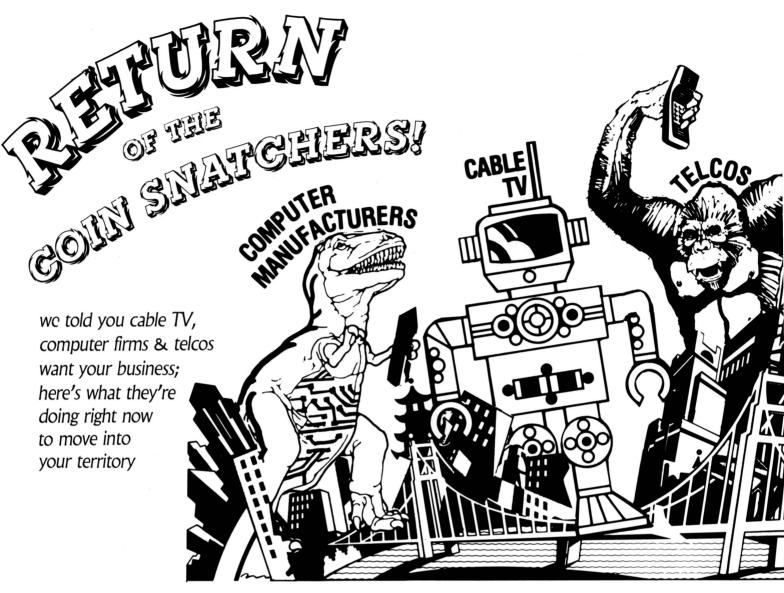
You may wonder what the Jukebox Promotion Committee has to do with all this. Well, one application of this technology for jukeboxes is to have enough play data that we can accurately pick the "jukebox song and record" of the year! The Jukebox Promotion Committee will be able to use that information to help publicize our industry.

Obviously, the work of the various standardization committees will have a major impact on the industry's future. Recognizing this, AMOA has assigned important members to share the workload and I'm happy to say these folks are already meeting their commitments. Their help is greatly appreciated!

Factories now have a clear grasp of the importance of standardization, too. That's why they have been sending company presidents and chief engineers to these meetings in recent times. Having the "movers and shakers" at the table, really makes it possible for us to get things done. This in turn heightens the impact of our work, and makes even more trade members anxious to be part of the standardization movement.

A booklet containing current approved industry standards (there are now more than 40) is expected to be published by Christmas. Contact AMOA and/or AAMA head-quarters to find out their plans for distribution. As for precise language of the latest set of proposals from the industry standardization committees on modems (plus many other topics not addressed in this column), this is still being developed. We'll have some final commitments at the ACME show in March.

Meantime, if you have questions about proposals now under development, please don't call...but you can write or fax me. That's Alpha-Omega Amusements, 6 Sutton Pl., Edison, NJ 08817. The fax is 908-287-3079.



Ready for an update on hi-tech? Hold onto your hats, because the developments are coming along at a dizzying pace.

Last August, RePlay ran a story called "Invasion of the Coin Snatchers," reporting on the planned entry of computer, entertainment and telecommunications firms into the video games and music business. Our story explained developments in fiberoptics, digital compression, radio and satellite broadcast, twoway TV, etc. It also told how these technologies would be used to create a new generation of "interactive entertainment."

Readers reacted with a lot of interest and comment. Some crowed, "I told you so!" Others asked, "Is this for real, or just talk? Exactly who is involved?"

This story should convince skeptics: it's for real, all right. As for who's involved, you would have to read at least a dozen business jour-

nals and entertainment trade magazines every day, to keep up with it all. We've been reading some of them for you...so, here are a few highlights of recent news in this field.

INTERACTIVE TV TESTS

Interactive TV is arriving. From coast to coast, it's popping up all over the place. Market tests involving hundreds, even thousands, of private homes have been announced.

Southern California: For about two years, GTE (General Telephone & Electronic) has been running an ambitious subsidiary called Imagi-Trek down in Carlsbad. Part of ImagiTrek's portfolio is interactive games, and they've already played a behind-the-scenes part in developing a certain hi-tech coin-op game. Also, ImagiTrek now has a new digital compression technology up and running for squeezing full-motion graphics onto compact discs...and

they say video games are a clear possibility for this technique. (More on that under "Fiber vs. Digital," further along in this story.)

While gearing up to make CD vidgames with full-motion graphics, the company is also getting its feet wet in interactive TV. A six-month test of ImagiTrek's new interactive TV system began last month in the city of Cerritos. Basically, the system lets viewers watch the Discovery Channel and "ask it questions" during the program. Every viewer can ask his own questions and get his own unique answers from the system without impacting the broadcast seen by other viewers. The answers will appear on their screens at the same time as the Discovery TV shows, in the form of image and

How do they do it? The ImagiTrek system uses the Philips CD-Interactive discs and Philips CDI player, plus a new interface (control mech-

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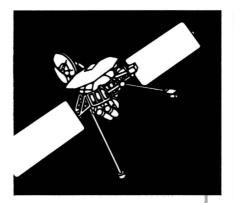
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anism). Encoded signals are built into the cable TV programming to make it all work. The test covers 70 private homes. GTE is already testing advanced fiberoptic systems in the same city.

Northern California: Viacom International, one of the biggest cable TV companies, will phase in a fiberoptic system for 150 channels of interactive TV starting next year in the city of Castro Valley. They're already wiring up 12,500 subscribers with fiberoptic cable for this purpose, says the L.A. Times. Viacom is talking to Apple Computer about coproducing interactive CD entertainment, for use on this system according to Daily Variety.

Viacom's interactive TV test will start with onscreen menus and interactive, electronic TV program guides. Next, they'll graduate to programming on demand: movies, concerts and sporting events. Beyond that, they foresee getting into interactive shopping and eventually video games.

"We are working with Silicon Valley people who might be able to take interactive television beyond text and data," said a senior Viacom exec to the L.A. Times. "We don't know where that will be — maybe new games or contests or programs. That will be the final phase of our Castro Valley project. We know we're dealing with audiences who are not afraid to manipulate the screen, who are not afraid of technologies."

Viacom owns MTV, Nickelodeon, Showtime, Lifetime and VH-1(which has done some jukebox promos with AMOA, by the way). Viacom is "expected to announce shortly the creation of an electronic publishing arm, with a senior MTV exec at the helm," said Daily Variety (Sept. 17).

Alabama: Birmingham will be the test site for a new interactive TV market test by Dallas-based Audio Services, Inc. This according to the Sept. 8 issue of Interactive Update, published by Alexander & Associates. The idea is to blend personal computer capabilities with cable TV, using an interactive system developed by a Canadian firm called Cableshare, Inc.

New York: NYNEX, parent company of New York Telephone, will start as early as next January 31 to test a "video dial tone" system for dial-up onscreen entertainment menus, including movies on demand. This according to the Oct. 12 edition of Electronic Media, a Crain Communications business weekly. Liberty Cable Television (a satellite operator) will provide the TV programming to viewers via fiberoptic cable in two Manhattan apartment buildings. If the one-year test is a success, the cable-phone partnership will look to expanding the service to more of the city.

More Northern California: Pacific Bell and a cable TV company are installing a two-way TV/phone network for 55,000 residents in 3,000 homes. The test is happening north of Sacramento, according to USA Today.

Virginia: Bell Atlantic is going to provide a free Philips CD-I (compact disc interactive) player and TV hookup to 300 households in Northern Virginia. The system will be used for a six-month test of an "electronic telephone directory." Consumers will be able to look up about a million private phone numbers and 300,000 business listings which are stored on the discs; they'll pop up on the home TV screen. Also, fullpage ads will be on disc. Many of the ads will be punched up with animated, full-motion graphics and audio. Consumers will use a remote control to "click" through the pages. This from the Oct. 12 issue of Advertising Age, another Crain Communications publication.

Tennessee: IBM will work with BellSouth Corp. to provide interactive communications services to business offices and public schools, starting this fall according to the Wall Street Journal. Also, IBM plans to start market tests of similar services in Toronto, Canada with Canada's largest cable TV provider, Rogers Communications Inc., according to the paper.

Anywhere, USA: Advanced communications networks (movies on demand, picturephones, computerized full-motion graphics libraries. etc.) could be installed in up to eight U.S. cities by 1995, under a consortium called First Cities. The group includes 12 computer and communications companies like Apple Computer. Eastman Kodak. Corning. Philips, Southwestern Bell, and US West. The "demo" should start up in late 1993 in a few cities: up to eight cities may be online by 1995. Existing phone lines, fiberoptic lines, satellite dishes and cable TV may all be part of the delivery system.

COMPUTERS FIRMS AND CABLE TV: JOINT VENTURES?

IBM and TCI: On Aug. 25, the Associated Press reported that "IBM is near agreement with Tele-Communications, Inc., the nation's largest cable TV operator, to form a two-way information delivery system serving homes and businesses." AP also said IBM was talking with Time-Warner, Walt Disney and Paramount about providing "entertainment content" for the system. Movies on demand, TV shows, interactive shopping, educational programs, and video phone calls were described as part of the package.

About two weeks later, an IBM veep announced the firm had budgeted over \$100 million "to create a new company to send interactive



videos, software and other interactive information over a new 'digital highway' to businesses and homes," said the Wall Street Journal. The company said its original plans with TCI had included games...but added this home entertainment project would wait two or three years, until IBM had "gone interactive" in the business market.

If and when an IBM-TCI deal for selling interactive entertainment to the home is ever consummated, it will almost surely include video games. IBM and Apple Computer have a joint venture called Kaleida Labs, which is developing multimedia products. Time-Warner has a ioint venture with Electronic Arts a leading maker of quality video games for the home market. For its part, Electronic Arts is teamed with Sony in a joint project to develop possible formats and content for interactive computer entertainment. Atari Games is another Time-Warner company. Disney also owns its own computer products subsidiary.

Apple Computer and DEC: Apple chairman John Sculley thinks "digital information services" could be a \$3 trillion market by the year 2000. That's why Apple is talking with Digital Equipment Corp. about creating multimedia efforts. Apple is also talking to Hollywood agents and TCI about putting together interactive entertainment.

More pending deals: According to the Sept. 7 cover story of Business Week, many more deals for interactive entertainment are in the discussion stage. For example, the Showtime cable TV network "has approached four Bell operating companies," said the magazine. Microsoft, the mega-giant of the software world, "is dealing with Japanese consumer electronics companies and U.S. cable companies...phone companies, Hollywood studios, and video game makers." Business Week also reported: "Sega says every U.S. computer maker has knocked on its door."

CONGRESS: NEW LAWS

While businesses are already starting to test interactive TV, and big computer and cable firms are flirting with joint ventures, Con-



gress and the Federal Communications Commission (FCC) are busy remaking the regulatory environment that will shape and condition any future interactive entertainment market.

Congress: In early October, Congress passed a cable TV regulation bill over President Bush's veto. The new law means that the FCC will establish "reasonable" rates, profits and programming service standards for cable TV systems. According to Electronic Media (a Crain Communications business weekly), the new law may also help keep the lid on the Baby Bells who want to enter the cable TV biz.

Why? Well, right now the law says regional Bell operating firms (Atlantic Bell, Southwest Bell, etc.) can own only a small percentage of televised "content" that's transmitted over phone lines. And, such content must not be in the Bells' own business region. The Bells would like to change that, of course. But with the new law in place, Congress may want to wait and see how it works out. Besides, cable can say: "We're regulated again, so how can you deregulate the phone companies and expect us to compete?"

THE FCC: NEW REGULATIONS

Federal Communications Commission: The FCC has been busy, too, loosening regulations at a rapid clip. As FCC Commissioner Alfred Sikes recently told a hi-tech seminar crowd, the time for talking about "if" we're going to have interactive products and services is over. It's now a question of "when."

The agency "doesn't want to stand in the way of new technolo-

gies," according to officials. Indeed, the FCC doesn't seem very upset, if its new regulations invite competition or cause potential problems for existing industries and groups, such as broadcast radio, local telephone line operators, railroad private communications...and maybe coin-op?

In mid-September, the FCC voted to let fiberoptic network operators hook up their equipment and cables directly to local telephone networks, according to The Wall Street Journal (Sept. 18). First the fiberoptic firms can sell private line service between states. Private line service is a \$2.5 billion yearly market in the U.S. The Journal quoted one fiberoptic firm prexy as saving: "This signals an end of an era for the local phone company monopoly. It is akin to the 1978 decision that allowed MCI and Sprint to connect to the Bell system.'

In early October, the FCC also assigned part of the radio spectrum for a new generation of digital satellite radio service. That's a beefedup type of radio that could use satellites to send a clean, nationwide signal with absolutely no hiss, static or distortion. The FCC voted in mid-September to reassign yet another section of the radio spectrum for wireless data services and pocket telephones. Railroads, utility and

pipeline firms used to have that part of the radio spectrum.

FIBER VS. DIGITAL

Readers may have noticed that quite a few of the market tests described above, plus some FCC deregulation, uses or relates to fiberoptics. But digital compression technology, using existing telephone or cable TV lines, seems to be overtaking fiber as the "delivery system of choice" for many would-be providers of interactive entertainment.

The reason: fiber just costs too darned much. "A decade of expansion that has eaten up 15% of telcos'capital budgets in recent years leaves them in no financial position to lay fiber that last mile into the home," declared Business Week. "... The Baby Bells have estimated that it would cost more than \$300 billion to rewire the local phone networks with high-capacity fiberoptic cable."

On the other hand, breakthroughs in digital compression formulas and computer chips are happening all the time. Our own industry's Mike Leonard (a Michigan operator) has created a first-rate audio compression system that could be used to create a "digital jukebox" (please see the following story).

And in the world of video graph-

ics compression, ImagiTrek has just announced installation of the world's first full-motion video processing facility for CDs...including CD based video games. The Carlsbad, Calif. facility uses a prototype MPEG encoder from Philips Consumer Electronics Corp., installed in cooperation with Optimage (Des Moines, Iowa). "Examples of new products able to be developed using the processing facility include music videos with high-quality audio and liner notes, interactive fullmotion video games, and movies with behind-the-scenes segments including action profiles," said Imagi-Trek execs.

THEY'RE COMING!

The headline of *RePlay's* August story on hi-tech read: "Invasion of the Coin Snatchers! Computer giants, entertainment giants & telcos: they're coming. They're hungry. And they want to eat your business for lunch!"

Clearly, that headline is truer than ever. As Roger Epstein wrote recently in the *L.A. Times:* "It's warm-up time for the joystick generation: people who know their way around Macs, fax and Super Mario . . . Television is about to make a generational leap, moving from passive viewing to active playing, appealing strongly to a younger generation undaunted by computers and electronic games."

That's the hi-tech threat; what is the coin-op industry's response? The following story focuses on hitech discussion and action...plus a couple of coin-op products and technologies...at the recent AMOA Expo '92 in Nashville, Tenn. (Oct. 1-3).





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on't look now, Mr. Operator...but your telephone, computer and TV are conspiring to take away your business. Giant firms in the fields of telecommunications, computers, and entertainment have all announced a strong interest in using advanced technology to deliver "interactive entertainment" to American homes and locations. The payfor-play packages would range from "movies on demand" to video games and pop music.

Accordingly, hi-tech got plenty of attention during AMOA's Expo '92 in Nashville, Tenn. (Oct. 1-3). AMOA conducted an unusual lobbying campaign against future telco competition while Expo was going on. Hitech was also a central focus of AMOA's Nashville board meeting. In addition, hi-tech dominated the "summit meeting" of AMOA, AAMA and JAMMA.

Pie in the sky? Hardly. Some real,

live examples of hi-tech were on display at Expo '92. From exhibit booths to Opryland hotel suites, the new generation of technology could not be ignored.

LOBBYING AGAINST THE TELCOS

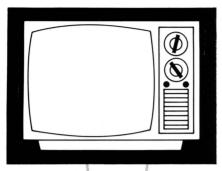
While in Nashville, the AMOA cranked up its grass-roots machinery to lobby for Rep. Jack Brooks' telco regulation bill, HR. 5096. The legislation would put up some obstacles to keep regional Bell operating companies (Southern Bell, Pacific Bell, etc.) from entering the "information services market" as quickly or freely as they might like. "Information services" is defined by government officials to include games and music.

At the expo in Nashville, AMOA's chief watchdog in Washington D.C., Bob Wilbur, stood at the entrance to the exhibit show floor, handing out index cards with "talking points"

favoring HR.5096. During moments away from the show, operators phoned their congressmen and senators to argue for the legislation. "Many operators made calls to their representatives," said Wilbur, "especially members of the AMOA board of directors."

AMOA also set up a letter-writing campaign. By calling a special phone number, each operator could let the association send a form letter, in the operator's name, to his or her congressman.

"We're not big enough to affect the outcome of the Congressional vote on our own," admitted incoming AMOA President Craig Johnson during Expo. "But Tennessee operator Bill Stone has done an enormous amount of work on this issue, and AMOA has lined up as part of a coalition with AT&T against the Baby Bells. If the Brooks bill comes to the floor for a vote in the next couple of days, we're geared up to help



put the pressure on."

As it happened, the Brooks bill didn't come to the floor. But after Expo was over, Congress did enact a cable TV bill. In fact, the cable law passed on an override of President Bush's veto. The action shows regulation of hi-tech entertainment is certainly a live issue in the nation's capital. (By the way, the Clinton-Gore ticket says it will push hi-tech and fiberoptics, if elected.) Meanwhile, the Brooks telco bill will be a major focus of AMOA interest during the new session of Congress in 1993.

"The outlook is for a different picture in 1993," said AMOA's Bob Wilbur. "Two different congressional committees disagreed about jurisdiction over the issue this year. Next year if one doesn't act, the other will."

AMOA BOARD MEETING

At AMOA's Sept. 30 board meeting in Nashville, the association heard from a noted expert on emerging communications technology. TV Phone, Inc. prexy John Klayh advised the association on how best to respond to developing events in this field. Earlier this year, Klayh's advice included the possibility of operators working with large, respected firms like IBM or the phone companies to bring the new hi-tech market into existence. Other AMOA leaders may favor a more "coin-op self-reliant" approach.

Klayh's other suggestions to AMOA in Nashville were not disclosed, but "John has some very good ideas," said AMOA Government Affairs Chairman Wally Bohrer. At any rate, AMOA has not nailed down its long-term answer to hi-tech competition yet.

AMOA is concerned about positioning itself to withstand any chal-

lenge before an overpowering, competitive new market is created. That's why AMOA has already put hi-tech at the top of its agenda, creating an Advanced Technology Committee to study the issue and gather information as quickly as possible.

COIN-OP SUMMIT

Expo'92 marked AMOA's turn to host the latest "summit meeting" of leaders from AMOA, AAMA and JAMMA. (The latter two represent U.S. and Japanese manufacturers and distributors.) Outgoing AMOA president Gene Urso and incoming AMOA president Craig Johnson told factory leaders the biggest threat to the existing coin-op industry comes from outside competition.

"This morning's meeting was almost totally captivated by talk of technology and where it's going," Craig Johnson later told trade journalists at a press conference. "The information services revolution includes telecommunications, ISDN, digital compression, satellites, cable TV. We know of people who have been granted a spectrum of the radio waves by the FCC, to use for interactive video. This means we will have additional competitors."

AMOA told Japanese and American factory heads that hi-tech competition is coming fast. "In my view, the industry is facing unprecedented, rapid changes in the next 18 months," Craig predicted. "The leaps and bounds are going to happen more quickly, and more broadly, than the advent of video games 10 years ago, where all you had to do was buy the latest hot title."

Johnson said the industry must cooperate to prepare for the new era of competition. "We in the coinop industry are in a better position to compete, than anybody," he said. "The other people who are talking about getting into information services, who want to get involved in our business, don't have the network of service and locations and ability to respond nearly as quickly as we do. We need to step up, as a unified force, and say 'how are we going to utilize emerging technologies?' Few people are going to be able to knock us out of the seat, if we gear up and are prepared for it."

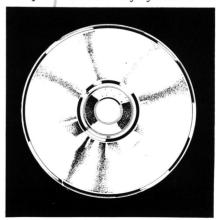
Prior to the Nashville summit, neither JAMMA nor AAMA had taken any stand yet on hi-tech issues. In fact, they hadn't even formally discussed the matter publicly as a policy concern. In late summer, the new JAMMA president Mr. Hayao Nakayama (Sega) said concern about such questions is "premature" because formats and products have not yet defined and built any new market.

Clearly, AMOA wants to position itself early, before any overwhelming technological challenge becomes entrenched. While no major statement or policy stance resulted from the "hi-tech summit" of Expo '92, the meeting did serve to alert coinop manufacturers to a major issue for the future of American-style game operating. Apparently the point was made, because the three groups have agreed to meet for additional talks before the scheduled March '92 summit at ACME.

"It was a very productive meeting," Craig Johnson summarized. "AAMA and JAMMA both wanted to go back to discuss this issue with their executive committees. We mutually agreed to have more talks on this right away, not wait for next year's show. We recognize this is an issue that must be addressed very, very quickly."

DOWNLOADING MUSIC

Hi-tech wasn't just talk at Expo '92. Some real, working examples of advanced technology were displayed in a couple of booths and Opryland hotel suites. Michigan operator Mike Leonard demonstrated his own made-in-America music compression/delivery system to in-



terested parties. This "computer jukebox" consists of a couple of PCBs which compress, decompress. and play the music; plus a hard drive that stores the music.

A typical single takes up only two and a half megabytes using Mike's system. You could fit the whole works (hard drive and PCBs) into a lunch bucket. It reproduces sound at CD-quality levels. The system lends itself to telephone line transmission of music via ISDN (integrated software digital networks). Other hi-tech delivery systems are also possible (such as satellite or digital radio transmission, etc.).

Mike's firm, Audiocomp, has filed for a U.S. patent on its software. At Expo. some video game and jukebox manufacturing companies viewed the Audiocomp system. They came away very impressed.

There was more. At the booth

of Pioneer Laser Entertainment, a MacIntosh computer provided the platform for a very handsome touchscreen interface; players could get tons of visuals and select music by just touching the screen. In another Oprvland hotel suite, a genuine virtual reality video game was displayed complete with helmet interface, joystick, etc.

AND IN JAPAN...

Outside Expo. music downloading is coming to reality in Japan. Taito America's parent firm is now trumpeting its own ISDN system to let Japanese location owners download music over telephone lines. The tunes will come from Taito's central computers. "They maintain a huge music library so the location doesn't need to carry its own software inventory," explained Taito America's Iim Miskell.

And, another Japanese firm called Brother was supposed to begin actual operations of its karaoke downloading system in Japan, during the very month of the AMOA show.

As an aside, AMOA's Craig Johnson reminded tradesters that while the hi-tech future is coming soon, "soon" means two or three years. "We get complaints now and then from factories that all this talk of high technology prevents some operators from buying new equipment," Craig cautioned. "People are afraid that next week, the new model will have all these fantastic new capabilities. Well, it's coming fast, but come on! Nothing is that fast. Operators should continue paying attention to the basics while, at the same time, preparing to face a changing world.'





INTERVIEW

COMPUTERIZED OPERATING

Mike Dodson, GM of Lawson Music Company, talks about PCs and modems; he says computers save money, boost efficiency, sales & productivity

Nineteen-vear industry vet Mike Dodson is a partner (and the general manager) at Lawson Music Co. (Winter Haven, Fla.). Back in 1972 he was in the bar business, but decided he was tired of dealing with poor coin-op service. He decided to become an operator himself. Softspoken, friendly, intense and intelligent, Mike proved to be a natural. Lawson Music is headed by wellknown operator Manley Lawson, who was an IBM programmer and salesman for 11 years. Where computers are concerned, it's one of the most forward-thinking routes we know.

"Our whole route, as well as our entire distributing department, is on computer," Mike explained. "That's top to bottom including inventory, routes, service calls and even vehicle maintenance." Lawson Music uses a route management software program which the execs wrote themselves. The company was also a major factor in suggesting modembased darts to Arachnid... and today, modem-based darts are a fastgrowing part of their route.

We spoke with Mike about the role of computers on the route to-day, and tomorrow. We also discussed the threat of outside competition (i.e., giant computer, cable TV and phone companies using hi-tech digital delivery systems to sell music & games). Mike has some very definite ideas about how the coin machine industry should respond.

REPLAY: Mike, if we were to walk into the headquarters of Lawson Music, would we see one central computer, or is there a PC (personal computer) on every desktop?

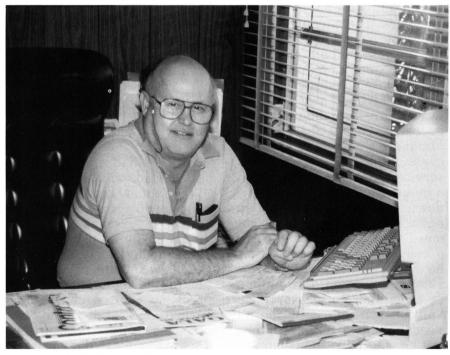


Lawson Music Co.'s G.M. Mike Dodson

MIKE: There's practically a PC on every desktop. We have them all networked together with a networking system. Anybody can access just about anything that's on their security level.

REPLAY: And this year, you have linked Arachnid games to those computers, via modem. Was Lawson Music using modems internally, before Arachnid came out with its Galaxy dart game?

MIKE: No, we really started using modems in the office for the Arachnid game. Prior to that, I'd used modems strictly to run computers from my house — for instance, if I wanted to access information while I was at home at night. I've been using modems about three and a half years



Lawson Music Co. President Manley Lawson



The "motley crew" of the Winter Haven, Florida-based operating company.

now, in the electronic bulletin board business. It's great.

REPLAY: An operator asked recently us, "Why do I need a modem on my pinball?" How would you answer him?

MIKE: Very easily. First, he could get into his pinball machine any time and find out what the earnings had been, and compare them to the previous week's earnings. Normally he couldn't do that until he sent a collector out there. The earnings report may show him he doesn't want to just fix that pinball; maybe he should change it for another model. So the modem saves money there. Maybe it's a situation where the modem shows him test codes (diagnostic information) and there's a problem; in some cases, the operator could save a service call if he says, "Wait a minute, if we just power this down and power it back up again, it will be all right for right now." Also, if the operator had a computer in the first place. he'd have an idea what that service call costs him, and how many times that service problem had come up before. He doesn't need the modem for part of this, but he does need the computer system.

REPLAY: But you're a goodsized operation. Even before a small operator can think about getting into modems, he might ask: do I really need a computer in the first place?

MIKE: Yes, he does need it. I've answered too many questions from operators who say, "I just have 20 or 30 games and I keep everything on paper; why do I need a computer?" The short and simple answer is, so you can save more time and make more money. Longer term, you need a computer so you can remain competitive in a rapidly changing business environment.

REPLAY: Give us a real-life example of how a computer helped you make or save monev.

MIKE: I had a very good location that wanted to know, "Why should I keep you in here, and how do you track all this?" Thanks to our computers, I was able to instantly produce a report showing every piece which had been on site in that location for the last four years, and precisely what each machine earned. At best, it would have taken a secretary three or four days to compile that record...if she could even find the informa-

tion. Then she would have to put it on graphs and flow charts, something else the computer does instantly.

REPLAY: So computers not only keep track of all this information, they also help you see it, understand it, and explain it to others in a well-organized fashion?

MIKE: Right. Usually in a big account, they have to answer to somebody else. If they can provide a well-done package to their supervisors, that quickly, I don't believe they'll go looking for some other operator to service the account.

REPLAY: It sounds like having complete and instant documentation is not only a management tool, but also a selling tool.

MIKE: Right. The management tool for yourself is, of course, the number one advantage. It's also a tool for your employees that helps the whole internal operation of your route. For example, if you don't track employee performance on a computer, you can sit down with an service tech and say, in a vague fashion: "You haven't been doing that well on your service calls." But if you have a computer and good management software, you can pull up the documentation and say: "Here, vou've had this many recalls. I think you need some work on this particular piece of equipment. You need to study with so-andso, who is more familiar with it, to find out what you're missing.' Every one of these return trips costs us money.

REPLAY: AMOA's new secretary, Randy Chilton, told us that once he got everything on computer, it became almost an addiction with him, looking at all the different ways he could contrast and compile information. He said he could learn endless new things by just manipulating the data base. Have you had the same experience?

MIKE: I sure have. All of the sudden, you can categorize a piece of equipment, say for a fighting game. You can start seeing patterns in locations over a time frame, what type of equipment they really like, and get hard numbers to back it up. This allows you to custom-tailor your marketing very easily. This information pops up instantly on the screen, whereas in the past you'd have to dig through piles of paper. You don't even have to print out the information, just look on the screen and you can tell, "Well, this location is partial to driving games during this particular season. At another point in the year, it drops off and so we'll stick with more of a Ms. Pac-Man type game." This lets you maximize your profits.

REPLAY: California's secretary of education recently said, "If you go into the lousiest department store in town, every two-bit sales clerk has a computer and telephone on his or her desk. We need to go at least that far in our classrooms." Is the same true for operators?

MIKE: I've seen more and more computers in the classroom, but many members of our generation are reluctant to get involved. It started with the New Math being introduced in schools — parents didn't understand it. They could get the same results using their old-fashioned methods. Now with computers it's another case where people say the same thing: "I've been doing it this way and it has worked for years. What advantage do I get from changing? I don't have time to learn a new system!"

REPLAY: Okay, how long does it take an operator to learn computers from scratch?

MIKE: The route operating programs around today can take you right through it, a step at a time. Ted Furkin's "Silent Partner" program is a good example; it walks you right through it on



Shelly Winebarger, the firm's receptionist/secretary.

the screen. With the advances in multimedia, computers can actually teach you how to use them ...through artificial intelligence, it can even teach you how to use the keyboard. For example, I put a little typing program on our computers that lets our secretaries play a typing game, so they have fun while also polishing up their skills. It's more fun than running drills, and you'd be amazed how their typing speed and accuracy has picked up.

REPLAY: One of the cliches going around the computer world 20 years ago, was that computers would replace workers. Now the cliche is that computers are "work multipliers"; they make the workers you have, more productive. Is that true for operators also?

MIKE: Without a doubt. One of the big lessons I learned from the AMOA Notre Dame Executive Development Program was the incredible productivity of the American worker...and how much impact you can get, by just increasing that productivity a little bit for each individual. If we could just increase our productivity by 20 work-hours per year, per worker, nobody in the world

could compete with us. You can do this with a computer.

REPLAY: You now have quite a few Arachnid games on modems, correct?

MIKE: Yes. Right now about 60% of our games are modembased, and that number is still climbing. It will be 100% probably by the end of this year. There's no waiting that can be done right now. Our leagues have been growing by leaps and bounds; players love the fact that we can produce the stat sheets instantly for them.

REPLAY: Interesting point: some critics claim players don't want to learn the data entry card system, don't care about modems, etc. Boosters of this system say players are very happy to let the computer do all the "paperwork" while they just play, socialize and drink a beer. We take it you're in the latter camp?

MIKE: Our players learned the card system right away. They are happy they don't have to do any more paperwork. As far as the modems, they like that too. Dedicated dart players want to know exactly where they stand in the league, as opposed to everybody else, as soon as possible.



"Dartin" Dan Ahern, dart league coordinator.

With modems and faxes, we can provide those statistics reliably overnight. That's important to players. Even though league competition is fun amusement for the players, a lot of them take it very seriously.

REPLAY: How did you "break in" your Arachnid modems?

MIKE: We started with dart games in outlying areas. We decided to try them in areas where normally we'd have to get the stat sheets back to the location by the next day, and we had to have a staff member enter all the data into our computer. Before modems, this data entry process to input a single night of league play from the night before, normally took up most of one working day. A secretary might do everything she could with the hand-written league reports, and that would take until lunch. After lunch, she'd have to call the bar and get them to clarify the parts she couldn't read. It was a real hurry-up process to get it all done and get the final tabulations back to the bar in time for that night's league play.

REPLAY: And that's assuming the stat sheets get into your office on time in the first place.

MIKE: Yes. There's a cost to consider of having somebody go

out there, pick up the stat sheets, drive around and try to find them when a couple of locations didn't leave them in the right place.

REPLAY: Sounds pretty inefficient. How does league administration work now with modems?

MIKE: With the Arachnid system, I come into the office early, hit one key on the computer, and all the stats are instantly transferred to the players by fax. It goes from my computer, over the phone line, to the location. The reports can be printed instantly.

REPLAY: Wait a minute! What about all those hours of data entry?

MIKE: The stats have already been gathered the night before by the game on location, and modemed into my computer overnight. Average transmission time on a dart game, for all the league data for that game, that night, is approximately a minute and a half. The computer instantly does all the computations with this raw data and figures up team and player standings in each league.

REPLAY: So you're saving six hours of employee time, per day? Per each location?

MIKE: Easily. And it saves

that much time per each league. too. When I have 10 or 12 teams playing in different areas each night, the computer automatically sorts them into the right order. If there's been some communications problem and some location didn't communicate last night due to a power failure or some minor problem, that's the first thing the screen shows me when I come in the next morning. I just call up the location when they get there, and tell them "Don't answer the phone, we're about to transmit some data.' We let it ring the right number of times, which triggers the modem function, and we download the stats right there. It still can all be available in minutes, where before it took hours to compile that information.

REPLAY: Do you have to go out and buy your own modem for the Arachnid game?

MIKE: It's an extra feature if you want to use it. You only need one modem per location; up to five games can be tied into that modem. You just have to buy the modem for the computer in your office. Of course, most computers now come with built-in modems anyway, these days. And the Arachnid game comes with the magnetic reader cards that hold all the information — players' names and so forth. These things are already entered in.

REPLAY: Williams Electronics says its new pinball controller is modem-capable. They're using it for location tests of new equipment. They download earnings, player interaction with certain features, etc., to their headquarters and analyze the results. They say an operator can buy his own modem, plug it into their pinball, and get into that same ability today.

MIKE: It should be pretty easy. There's a standard format that can easily transfer the information.

REPLAY: Assuming that Law-

son Music runs pinball games from Williams/Bally-Midway, have you considered modem hook-ups for some of your pins?

MIKE: We have, but right now we're concentrating on the dart games. Next, we're interested in getting jukeboxes online. It would be a tremendous marketing tool. By downloading the play popularity data, for example, I could select CDs geared to each location and give them to my route man before he goes out. I'd know those selections would probably get more play than anything else I might program the jukebox with. Without a modem, even if a routeman collects the jukebox every week, it's four weeks until I can respond with the appropriate music.

REPLAY: Why so long?

MIKE: Keep in mind, the routeman takes off the least popular music according to the meter numbers, and he puts new music on. But they are just numbers to him. Maybe the least-played CD is really a new album that hasn't got airtime yet, and none of the customers knew what it was. By the time you get it straightened out, four visits have occurred.

REPLAY: Would modems help with jukebox service as well?

MIKE: Sure. Jukeboxes all have test codes and excellent diagnostics in them already. When there's a problem, using a modem I could call up my jukebox and utilize those programs. A repair man can't possibly carry all the parts around with him that he might need. But if I've examined the data that's fed to me by the jukebox, I can say: "Take this part and this part; the problem is probably such-and-so." So he's less likely to have to make a second trip. More important, he's less likely to leave the machine down. After all, the jukebox is the mainstay of many locations.

REPLAY: What about using a



Maryhelen Bradberry, route accountant/dart league assistant.

modem to check jukebox performance and earnings?

MIKE: That's another important capability. Using a modem, I could tell at a moment's notice how much play has been on there. From a security standpoint, I can tell how much money should be in the cashbox.

REPLAY: So far we've discussed using computers, and using modems to help operate darts, jukeboxes and pinball. Let's step back a minute and look at the big picture. A growing number of tradesters are concerned about possible competition from the phone companies, computer makers and cable TV firms. Some say these giant corporations could start selling games and music over phone lines, cable TV, fiberoptics, satellite transmission, or other means. Do you share that concern?

MIKE: Fiberoptics are a good five or ten years away. However, what you can do right now over two-wire phone lines — using ISDN, digital compression, and so on — is more than enough, given today's video and audio capabilities. We've all seen laserdisc games like Mad Dog Mc-Cree and CD jukeboxes. Remember: every bit of that is digital information. It will all go through

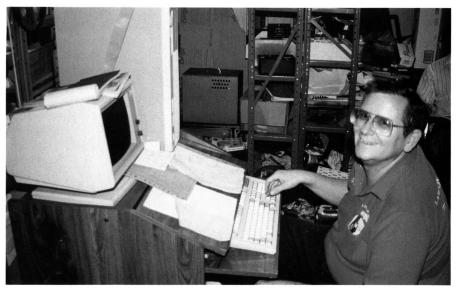
a computer. When you walk through a shopping mall and see those beautiful graphics on screens in computer stores, that is nothing more than information on floppy disks. The quality of these graphics puts our video games to shame. The same information can be transmitted over two-wire phone lines.

REPLAY: But today's communications technology isn't good enough that you can play interactive video games over the phone, is it?

MIKE: Yes it is! Even now, using the current standard 14.400 baud modems over computer bulletin boards, users are playing interactive games with virtually no lag time. The graphics on those games are very good. It's also up to the player how good a graphics standard he wants. If I choose full-color, it slows the game down a little bit. But if I choose hi-resolution black and white, the game is played with no lag time at all. For somebody in the coin machine industry to see that happening today, is scary.

REPLAY: So, should we be worried about outside competition taking advantage of this technology?

MIKE: It's not not far-fetched at all. It's a very realistic prob-



Parts Manager Frank Zumpf.

ability. We can't stop the big companies from coming in and opening up family amusement centers, where you're interacting with possibly a person in New York playing a game against a person in Seattle.

REPLAY: Can you see Bell-South opening the BellSouth Family Amusement Center?

MIKE: Not by themselves. But they have the media to transfer the data; and the production companies have the technology to manufacture the machine. So it will be a merger. Since they already have the capability and it's not that big an investment on their part, why not try it?

REPLAY: You are talking about arcades. Should small operators of taverns be worried?

MIKE: At this time, it would be too expensive for these big companies to go after the "mom and pop" bar location. But with the equipment and technology that's available today, if we don't jump onto it, I think we'll basically split into two different markets. We'll always have our basic, cheap entertainment, but we need to improve it.

REPLAY: If the industry does split into two markets, are you saying one will be the mom and pop tavern providing cheap

entertainment, and the other would be a hi-tech arcade?

MIKE: Yes. I can foresee a multimedia bowling center, with virtual reality equipment allowing a person to play interactively with 30 or 40 people all over the country. It will be expensive, of course. And it will cost plenty of money to play, too.

REPLAY: And what impact will this technology have on the low-end tavern market?

MIKE: I see a guy walking into a local establishment, and being able to play virtually any musical selection he wants. A computer screen on the machine could show you any or all of the album covers. Once the player makes his selection, you download it from the operator's master library in his own office. The music wouldn't necessarily be on CDs: it could be on a floppy disk. Some desktop computers have an audio reproduction system called Soundblaster which puts most CDs to shame.

REPLAY: Besides the operator, who else should be worried about all this?

MIKE: If the giant corporations do get together and do this, it's not just going to be Joe Operator who no longer has a route. It's going to be Mr. Manufacturer who no longer has a market. They don't need him anymore. They don't need somebody to go to Japan for a concept. They can do much more than that, by themselves. They can offer a lot more money for a game license, too.

REPLAY: Why?

MIKE: Because they'll be buying and selling license rights on commission, based on total earnings per game idea, instead of a per-games-sold basis like it is today. They'll have virtually no production cost, because they'll simply be downloading software into already-existing shell cabinets on location.

REPLAY: How are the manufacturers in our industry responding to this challenge?

MIKE: Very slowly. To be completely honest, at the AMOA Expo in Nashville, I saw more bandaids and promises than real progress. People said, "Yeah, it's going to be modem-capable." But when? I don't think they're aware of what the potential is for outside competition, and what that will mean.

REPLAY: What kind of bandaids did you see?

MIKE: Well, let's go back to the jukebox for a second. They are constantly designing better bookkeeping functions, readers to acquire the information, etc. But that just means I get the information more accurately than having a person read meters and copy the information by hand. These functions do not provide the information in the time frame that allows me to best utilize it. There is absolutely no excuse, in my opinion, for a jukebox to be manufactured without modem capability today. Is anyone embarrassed that a dart company is the first to take advantage of this kind of technology?

REPLAY: You feel pretty strongly about this!

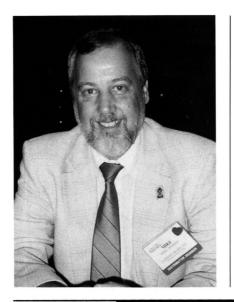
MIKE: I feel frustrated. When it comes to PCBs inside our amusement machines, the coinop industry has been using computer technology longer than most other businesses in this country. Yet when you look at management and marketing, we are the slowest to really utilize that technology to our best advantage. I've seen the computer industry take integrated circuits, originally developed for our industry, and adapt them for their own uses, after we've had it for three or four years. Yet we don't take full advantage of what we have got.

REPLAY: Let us play devil's advocate here for a minute. What if the jukebox, pinball and video manufacturers were to respond: "Hey, we're as computerized as we need to be. Most operators don't really want this stuff, and wouldn't pay for it if we offered it. We're doing just fine with current product." What would you say?

MIKE: I'd sav. look how fast computer prices have fallen lately. In the last two years, we've watched costs fall in half, and in half again, and again and again. A 386 mother board, very fast and more than adequate for any need, has gone from \$2,000 a few years ago to \$200 now. As this technology improves, prices drop. Two years ago the 24,000 baud modem was \$200 to \$300. Now they're \$30. The 14,400 baud fax/modem is the fastest standard available right now. It went from \$1,200 last year to \$198 this year. And these consistently plummeting prices are an industry-wide trend!

REPLAY: So there's no good reason why the coin machine industry hasn't jumped on this yet, in your view.

MIKE: Very honestly, when we're talking about video games, pinballs and jukeboxes, every bit of that is already modem-capable because of the bookkeeping functions and popularity data, etc. that are already in those machines. The question is, will the manufacturers ever feel the



need to put modems into them? Let me get that information by some other way than physically going to the location!

REPLAY: When you discuss these ideas with coin-op manufacturers, are you talking to sales staff or to engineers?

MIKE: I'm talking to engineers and company principals. I'm sure relatively few people are expressing the need for modems and so forth, so the factories think it's something to consider for the future. As far as I can see, most coin-op factories are mostly worried about: what can

TOP HITS OF JAPAN

from Game Machine Magazine, Nov. 1, 1992

TOP 25 VIDEO COCKTAIL

Model (manufacturer)

- 1 Art of Fighting (SNK)
- 2 St. Fighter II: Champ. Ed. (Cap.)
- 3 Quiz Capcom World 2 (Capcom)
- 4 World Heroes (SNK)
- 5 Macross (Banpresto)
- 6 Super World Stadium '92 (Namco)
- 7 Fighter & Attacker (Namco)
- 8 Quiz Makyu's Advent. (Namco)
- 9 Street Fighter II (Capcom)
- 10 Super Shanghai (Taito)
- 11 Quiz T.V. Variety Show (Dynax)
- 12 Shanghai II (Sun Electronics)
- 13 Seibu Cup Soccer (Seibu)
- 14 Atomic Punk 2 (Irem)
- 15 Shogun Warriors (Kaneko)
- 16 Fatal Fury (SNK)
- 17 Aero Fighter (Video System)
- 18 Arabian Magic (Taito)
- 19 Columns II (Sega)
- 20 Cosmo Gangs (Namco)
- 21 Power Spikes (Video System)
- 22 Varth (Capcom)
- 23 Undercover Cops (Irem)
- 24 Clutch Hitter (Sega)
- 25 Soldam (Jaleco)

TOP 15 UPRIGHTS & COCKPITS

Model (manufacturer)

- 1 Virtua Racing [del.] (Sega)
- 2 Suzuka 8 Hours [s/d] (Namco)
- 3 Final Lap 3 [del.] (Namco)
- 4 Suzuka 8 Hours [del.] (Namco)
- 5 Mad Dog McCree (ALG/Capcom)
- 6 Final Lap 3 [standard] (Namco)
 - 7 GunBusters (Taito)
- 8 Stadium Cross (Sega)
- 9 Grand Prix Star (Jaleco)
- 10 Rail Chase (Sega)
- 11 Driver's Eye (Namco)
- 12 Double Axle (Taito)
- 13 Terminator 2 (Midway)
- 14 F1 Exhaust Note (Sega)
- 15 X-Men (Konami)

TOP 5 FLIPPERS

Model (manufacturer)

- 1 Lethal Weapon 3 (Data East)
- 2 Super Mario Bros. (Gott./Prem.)
- 3 Hurricane (Williams)
- 4 Getaway (Williams)
- 5 Addams Family (Midway)



I sell today? They don't ask: how will I stay in business tomorrow? What is my plan? But that's really the only important question they've got to face!

REPLAY: What about Japan? We haven't heard much from them about the impact of hitech, digital delivery on coinop.

MIKE: The Japanese are well aware of what's going on. Three years ago, the Japanese showed advanced chips at an AMOA show and talked about downloading music. But if there's going to be a push for this type of technology to be used by the operator, I don't expect it will come from them.

REPLAY: How could forwardlooking trade members help prod the industry in the right direction?

MIKE: The AMOA-AAMA Standardization Committee should address these questions. I'm afraid the committee has spent a lot of time and effort to standardize button sizes and coin doors for products which aren't all that popular anymore. What are we doing to prepare for future business? We should be looking at certain computer protocols and formats for data retrieval from our locations. We should call for standardization

of bookkeeping, and select which modems can take the information, so operators don't have to buy 15 kinds of modems. Remember, there's no reason a location should have more than one modem in it. All the machines in one location could be tied together and the modem could download all the data from that location, to the operator.

REPLAY: Is an industry committee really competent to set forth standards on computer protocols?

MIKE: Data and compression modes are already copyrighted; they are very reasonable in license fees. For gosh sake, it's just \$15 or \$30 for a lifetime use of a regular computer protocol! It's a simple matter of selecting a uniform approach to off-the-shelf technology. So let's step forward, look and see: how do we want to format this data so we can transfer it? How do we make sure one machine's data is compatible with everybody else's?

REPLAY: That sounds like a reasonable project.

MIKE: Let's make it easy for manufacturers, rather than having them experiment and come up with a confusing hodge-podge of different systems that the average user can't make heads or tails of. Heck, even a sevenyear-old kid can go to the store and buy a computer and get the Prodigy System on it. That's a simple software program that allows you do download games and information from computer bulletin boards and other sources; even mom and dad can use it. It's not that difficult! The standards are already there.

REPLAY: We're going to play devil's advocate again. Once the Bells, Time-Warners, IBMs and Apples launch aggressively into our business, won't we have time to react and catch up? Why rush it?

MIKE: We need to get off our tails and catch up right now. After other people jump into this business and provide, for example, music services through cable or microwave transmission, it will put us right out of business. Not just the operators, but also the manufacturers. By then, it will be too late to play catchup. Stop worrying foremost about what the next guy's greatest and biggest hit is. Worry instead about your future in this industry. This short-term thinking what can I sell today, and what game will I be competing with tomorrow — won't keep us in business.

REPLAY: Could you sum up your message in a just a couple of sentences?

MIKE: The coin-op equipment we have today is good. We just need to do a very simple thing: adapt it to today's computer and communications technology. We're already halfway there with our built-in PCBs, with CD music, and with diagnostic and bookkeeping programs. We can go the rest of the way, at a very reasonable cost. And we must! We must act quickly, if we want to stay in charge of our own industry.

REPLAY: Thanks very much, Mike. You've given us all a lot to think about.

TECHNICAL TIPS

JAMMA DIAGNOSTICS BOARD

by RANDY FROMM

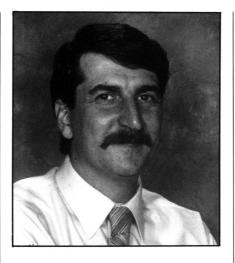
Q. Why go to a company called Pinball Connection for videogame test equipment?

A. 'Cause they've got a really nifty JAMMA videogame analyzer that can be a genuine timesaver in the shop and the field.

There are a few pieces of equipment that, while not absolutely necessary, make work easier and a bit more professional. A well-equipped coin-op shop will probably have a pattern generator. (See RePlay, September 1992.) The pattern generator is used to test monitors for proper operation and to set up the monitors for proper color balance. The pattern generator is also absolutely essential for converging videogame monitors after CRT replacement.

A well-equipped shop might even have some sort of a test jig for checking the wiring on a new videogame conversion. Most operators simply use an old JAMMA PC board. That way, if anything is connected catastrophically incorrectly, they'll only blow up an old board and not a thousand dollars worth of new hardware. Some operators use a small, JAMMA tester printed circuit board with banks of small light emitting diodes (LEDs) to indicate the proper connection and operation of the switch inputs.

How about combining both of these into one unit? Good idea, you say? Well, that's what Pinball Connection's diagnostics board is all about. The unit consists of a small PCB (printed circuit board) that you slip into the JAMMA connector of the game.

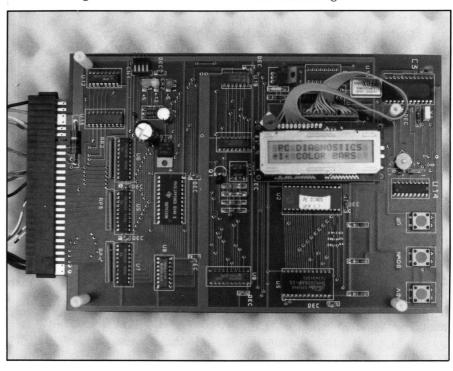


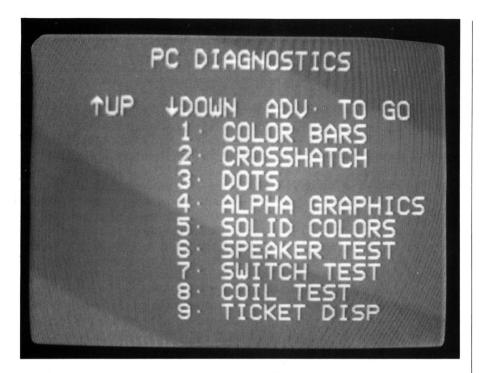
POWER TEST

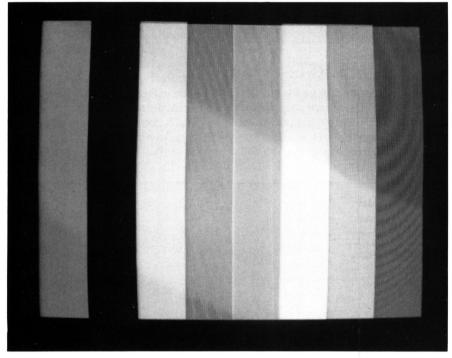
When you turn the game on, the three LEDs on the diagnostics board should light. These are the power indicators. Each LED is a different color (red, yellow and green) so you can tell at a glance if the +5 VDC,

the + 12 VDC and the - 5 VDC power supplies are connected to the board. However, like most LED voltage indicators, the illuminated LED only indicates the proper polarity and the presence of some voltage. It is not an accurate voltage check. A proper test should always be performed with a digital multimeter at the input pins of the JAMMA connector. Since most of today's switching regulator power supplies are pretty darned accurate as far as load regulation is concerned, setting the power supply voltage with the Diagnostics board PCB connected, should yield approximately correct settings when the actual game PCB is finally installed. Regardless, it is always sensible to double check the power supply voltages at the JAMMA connector of the new game PCB before buttoning up the game and sending it out to a location.

The first thing I did to test the unit







was reverse the + 12 and - 5 volt connections. This 'killer' test was totally unintentional. I simply screwed up in the excitement of the original hook-up. Of course, the power LEDs on the unit told me that I had some sort of problem but I had left the unit connected and turned on for at least a full minute before realizing my mistake. When I reconnected the board properly, the diagnostics board worked perfectly. No harm,

no foul I guess. But this does illustrate that we're all human and humans make mistakes sometimes. No matter how many times you've done a videogame conversion, it's always possible to goof. It's nice to know that the diagnostics board can take the abuse and survive.

MONITOR TESTS

Pinball Connection's diagnostics board has a number of different tests for checking the operation of the videogame's monitor. The first test is the color bar generator. The board's built-in pattern generator produces a set of color bars for testing the video and sync circuits in the monitor. All three primary colors are generated (red, green and blue) as well as the secondary colors (magenta, vellow and cvan) and black and white. The diagnostics board also generates a standard, - negative sync signal. A quick glance at the screen will tell you if the monitor is connected correctly and that it's working properly. This also makes setting up the monitor's color controls a snap!

The next two tests are crosshatch and dot generators. These screens will help you check the convergence and linearity of the monitor. The squares produced by the crosshatch grid should be equal in size everywhere across the screen. If the grid is distorted, you have linearity problems in the monitor (probably caused by bad electrolytic capacitors.) Both the crosshatch and dot patterns are used to align the electron guns in the picture tube. If the guns are out of alignment (out of convergence) you will see colored lines or dots instead of white.

The next test is the 'alpha-graphics' test. This produces a display that is part color bars and part alpha-numerics. While this test may seem somewhat redundant to the color bar test, it is not. Some of the lines of alpha-numeric graphics appear in a single primary color (red, green or blue.) While some people might have a little difficulty determining a missing color, everyone knows the alphabet! If a color is missing, an entire row of letters will be missing as well!

This test also indicates the proper (or improper) adjustment of the monitor's size and centering controls. If some of the alphabet is missing on the sides of the screen, the horizontal width control is set too wide. On the other hand, too much black on the top, bottom or sides means that you have to adjust the width (also known as horizontal size,) the height (vertical size) or centering.

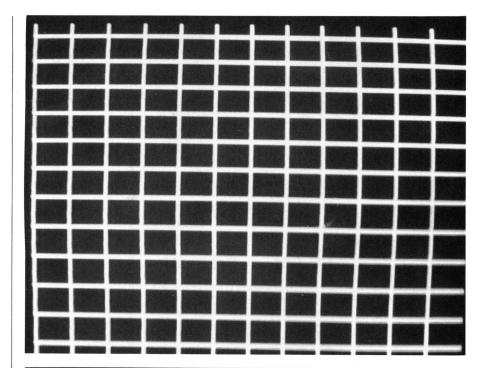
Solid colors are just that. The screen will be filled with solid red, green or blue. This is used to check the 'purity' of the monitor. Blotches of color indicate a problem with the monitor's purity or degaussing.

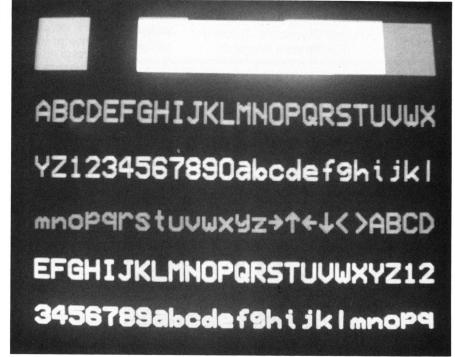
The speaker test produces a stream of distinct beeps from the speaker in the game. If the sound is missing or the sound comes out as a steady tone instead of individual beeps, you have a problem with the speaker wiring or the speaker itself.

The switch test is really handy when you're doing a videogame conversion. To identify which wire is which, all you have to do is ground the wire. The monitor will display where each wire belongs (coin 1, player 2 start, player 1 right, etc.) All you have to do is connect it to the proper switch. This sure beats tracing the wires back to the connector and trying to read the tiny little pin number that's on the connector itself. It's better than using an old JAMMA board too because you don't have to coin up and start the game in order to figure out the player control wires.

The coil test activates the coils in the game, one at a time. What's that you say? This is a videogame tester and not a pinball tester. There are no coils, are there? Think again! There may be as many as four coils that can be tested with the diagnostics board: coin meter 1, coin meter 2, coin lockout coil 1 and coin lockout coil 2. Each is pulsed in sequence by the tester.

The diagnostics board will also test ticket dispensers. There is a separate little connector for testing all standard ticket dispensers. The diagnostics board allows you to advance the dispenser to vend a ticket, then reads the notch detector for proper operation. This test can be extremely handy if you have a lot of redemption equipment. Unfortunately, if the diagnostics board does not read the notch properly. the unit will lock up while it waits for the notch signal. You cannot get out of the ticket test without turning off the power to the diagnostics board. Admittedly, this is nitpicking and does not really represent any real problem as far



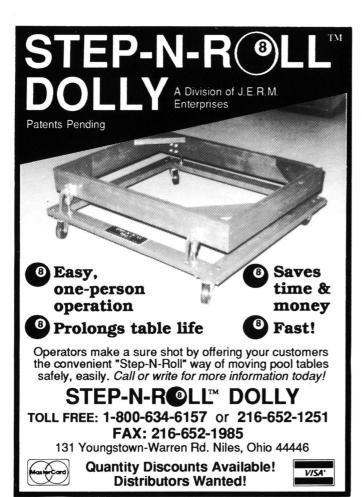


as I'm concerned.

The Pinball Connection diagnostics Board comes with plexiglass shields for the top and bottom of the PCB. The transparent top cover was removed for the purpose of clarity in this photograph of the unit. The unit sells for \$249.95. There is also a \$100 dollar LCD display option that allows you to see the menu without having to look at the monitor screen. This can be handy if the

diagnostics board is plugged into the JAMMA harness in the back of the game where you can't see the screen. The LCD board is a nifty bit of engineering (as is this entire unit) but to be honest, I'd save the Ben Franklin. The LCD option isn't really necessary.

For further information, contact Pinball Connection, 5730 Lake Underhill Dr., Orlando, FL 32807; 407/249-1022





Tournament Highlights



ARACHNID TO FLORIDA — Arachnid's BullShooter VIII dart tour made its season debut Sept. 18-20 in Winter Haven, Fla. The eight-event qualifying tourney was co-sponsored by Lawson Music, and the Sunshine State kick-off shone bright! According to Arachnid, record numbers of Floridians flocked to the season opener, with attendance 100 entries over the last year. Pictured above is Pro Singles winner Mark Liford, one of the qualifying winners who will compete in the BullShooter finals Memorial Day weekend in Chicago. For more info about future Arachnid tourneys, call the firm at 800/435-8319.

IFPA NEWS — Great news for the International Flipper Pinball Assn. (IFPA) world pinball champ, Dave Hegge! Since winning the IFPA Championship last spring, Dave had been invited to participate in a major pinball promotion planned by Australia's Leisure and Allied Industries. His sponsored appearances were part of a national pinball tour promoting the Timezone National Pinball Championships. This event took place early October in Australia. The IFPA champ spent time doing TV, radio, etc. interviews, personal appearances, and promo functions. IFPA congratulates their new pinball "ambassador"! By the way, the winner of Australia's Timezone championships will win a trip to Milwaukee to compete in IFPA's third annual tournament.

MORE IFPA NEWS — IFPA is happy to announce that Valley Recreation Products has allowed IFPA members to purchase the *Valley League Management* software system at prices way below normal. The system, which can run nearly any league program, includes an easy-to-follow user's guide, and technical support from Valley. It operates on MS-DOS or PC-DOS versions of 2.0 and greater. For more information on the system, call Valley at 517/892-4536 or IFPA at 414/263-0233.

COMING UP... Look for the eighth annual Pinball Expo at the Ramada Inn in Rosemont/Chicago Nov. 12-15. Organized by promoter Rob Berk, th show will feature a tour of Premier Technology, the famous "Flip Out" tourney, seminars, workshops and a machine auction. For further information at this late date, please call Rob Berk at 800/323-3547.

OPERATORS WHO KNOW SAY,

"Your quarters turn over faster with Valley Cougar Darts and Leagues!"



Bob Vlahakis Spartan Darts Jacksonville, FL

"Our past experience with darts goes back to two previous routes, one in Lakeland and one in Tampa. There we were running competitive games. But on our third route, the current one here in Jacksonville, it's all Valley COUGAR DART games — 100 percent.

"Why? Well, it's a real combination of things. First, the players prefer them. They like the over-all appearance but they mention the new thin-line target and the double bull's-eye most frequently. Once in a while first-time players may have to have the instructions explained and the bar owner takes care of that. But from location to location, the reception is always favorable.

"Then, from our standpoint, Valley COUGAR DART game are 'up to snuff'. They look good, they're functional, and they stay in play. Early models had some problems. Anytime you're throwing a missile at something you're bound to run into something sooner or later. But Valley always came through, usually in a day or two.

"Leagues are vital if you're going to get the most out of your dart games. We have 11 leagues right now and in every location our income is really way up. But without an active, working operator, leagues just won't do it. You have to work at it — keep selling the league idea. But it pays off — big!

"In seven years, we've seen no fall-off in darts interest. We think it will be like the pool table — a real 'stand-by' — a wheel horse of our business."



Jeff Neumann American Amusement Roseville, MI

"Valley COUGAR DART games have already become 'the only game to play' as far as our players are concerned. We experimented and proved it. We put competing games side-by-side with the Valleys and watched what happened. Time after time, when all the games were open, those coins went into the Valleys. First! Hard to say what is the big attraction. I know they like the thin-line target, and the over-all appearance is attractive. Valley COUGAR DART games just look like a good game to play. They are sure good games for us.

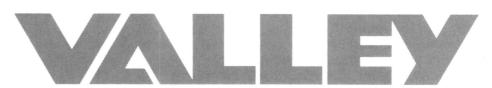
"Every one of our darts games is a Valley, now. We used to have some others but we're now 100 percent Valleys. The minimum downtime is so important to us. It's so little, it's just like their pool tables — inconsequential. When we do have one of those rare problems Valley's always there to help. I'm no mechanic, but with Valley COUGAR DART games I don't have to be. When I did have to call, they talked me through the problem very quickly and clearly. Once, I asked about the possibility of some changes in the bull's-eye set-up. They really looked into it but couldn't do it. I appreciate their trying to help.

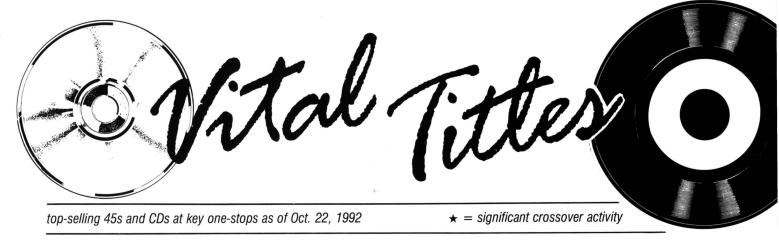
"These games are really 'user friendly', whether you're talking about the playing instructions, maintenance, repairs, whatever. They are absolutely tops in a location, no matter what other games they're up against. Use them in league play and the pay-off is sensational.

"I think that in a few years these Valley COUGAR DART games could even surpass pool tables as the cornerstone of the operator's business."



Valley COUGAR DARTS looks like the one you've needed . . . plays like the one you've wanted. Players and operators alike say, "Here's the real thing"... Valley COUGAR DARTS!





- 1. SOMETIMES LOVE JUST AIN'T ENOUGH, Patty Smyth, MCA 54403
- 2. WHEN I LOOK INTO YOUR EYES. Firehouse, Epic 74440
- ★ 3. END OF THE ROAD, Boyz II Men, Motown 2178
 - 4. LAYLA, Eric Clapton, Reprise 18787
 - 5. HAVE YOU EVER NEEDED SOMEONE SO BAD, Def Leppard, Mercury 864136
- ★ 6. FREE YOUR MIND, En Vogue, Atco 98487
 - 7. GIVE IT UP, Wilson Phillips, SBK 53098
 - 8. DIGGING IN THE DIRT, Peter Gabriel, Geffen 19136
- 9. THORN IN MY PRIDE, The Black Crowes, Def American 18803
- ★ 10. EROTICA, Madonna, Warner Bros. 18782

POP PICK HITS

RUMP SHAKER

Wreckx-n-Effect - MCA 54388

GOOD ENOUGH

Bobby Brown - MCA 54517

DO YOU BELIEVE IN US

Jon Secada - SBK 50408

TO LOVE SOMEBODY Michael Bolton - Columbia 74733

HOW DO YOU DO

Roxette - ERG 50410

- 1. WE SHALL BE FREE, Garth Brooks, Liberty 57994
- 2. BUBBA SHOT THE JUKEBOX, Mark Chesnutt, MCA 54471
- 3. GREATEST MAN I NEVER KNEW, Reba McEntire, MCA 54441
- 4. WRONG SIDE OF MEMPHIS, Trisha Yearwood, MCA 54414
- 5. LORD HAVE MERCY ON THE WORKING MAN. T. Tritt, Warner 18779
- 6. NO ONE ELSE ON EARTH, Wynonna, MCA 54449
- 7. WATCH ME, Lorrie Morgan, BNA 62333
- 8. SHAKE THE SUGAR TREE, Pam Tillis, Arista 2454
- 9. SEMINOLE WIND, John Anderson, BNA 62312
- 10. LOVE'S GOT A HOLD ON YOU, Alan Jackson, Arista 2447

COUNTRY PICK HITS

WILD MAN

Ricky Van Shelton - Col. 74731

I CROSS MY HEART

George Strait - MCA 54478

WHER'M I GONNA LIVE? Billy Ray Cyrus - Mercury 864502

I'M IN A HURRY

Alabama - RCA 62236

ANYWHERE BUT HERE

Sammy Kershaw - Mercury 864316



- ★ 1. END OF THE ROAD, Boyz II Men, Motown 2178
- 2. FREE YOUR MIND, En Vogue, Atco 98487
 - 3. I WANNA LOVE YOU, Jade, Reprise 18950
 - 4. WHEN YOU LOVE SOMEBODY, Patti LaBelle, MCA 54481
- 5. WORK TO DO, Vanessa Williams, Mercury 863540
- 6. REAL LOVE, Mary Blige, MCA 54455
- 7. TEQUILA, ALT, Atlantic 98533
- 8. MY NAME IS PRINCE, Prince, Warner Bros. 18707
- 9. HUMPIN' AROUND, Bobby Brown, MCA 54343
- ★ 10. MOVE THIS, Technotronic, SBK 50400

R&B PICK HITS

GOOD ENOUGH

Bobby Brown - MCA 54517

EROTICA

Madonna - Warner 18782

RUMP SHAKER

Wreckx-n-Effect - MCA 54388

ONE NITE STAND

Father M.C. - MCA 54445

PEOPLE EVERYDAY

Arrested Dvlpmnt. - Chrysalis 57882

- 1. THE CHASE, Garth Brooks, Liberty 98743
- 2. SOME GAVE ALL, Billy Ray Cyrus, Mercury 510635
- 3. ERIC CLAPTON UNPLUGGED, Reprise 45024
- 4. TIMELESS, Michael Bolton, Columbia 52783
- 5. BRAND NEW MAN. Brooks & Dunn, Arista 18658
- 6. BLOOD SUGAR SEX MAGIK, Red Hot Chili Peppers, W. Bros. 26681
- 7. TEN. Pearl Jam. Epic 47857
- 8. US, Peter Gabriel, Geffen 24473
- 9. QUEEN'S GREATEST HITS, Queen, Hollywood 61265
- 10. SOUTHERN HARMONY..., The Black Crowes, Def American 12815

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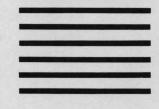


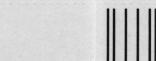
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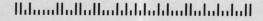
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INTERNATIONAL NEWS

LOOKING UP, DOWN UNDER

with their parallel battle settled, Australia's 1992 convention brimmed with many visitors, political harmony & business optimism

he "greatest coin-op convention ever held in Australia" took place in late September. The Queensland AMOA sponsored the affair, which drew record domestic and international attendance. Guests included operators from all over the Land Down Under, as well as 35 New Zealand ops and visitors from the United Kingdom, Hong Kong and elsewhere overseas.

Cash Box Australia editor and publisher Jack Rodios, who provided a full report to RePlay, is the man who rated this event as his country's best to date. He hailed the show as "an event of international standard in its own right." As a globe-trotting trade journalist who has covered plenty of expos in foreign lands, Jack ought to know!

As in the U.S., the Australian coin-op trade has recently ended a "cold war" over parallels. Again like the U.S., with this legal argument resolved (via a pro-parallel ruling), the trade enjoyed a better spirit of goodwill at its convention. Rodios said the QAMOA expo's outstanding feature was showgoers" "attitude and good spirit...a much greater desire in operators and distributors to talk to each other."

The Cash Box publisher continued: "A healthy and harmonious atmosphere prevailed through the entire three days. After the trauma of the Mothers Import (parallel) case, this attitude was a pleasure to be associated with. As an observer and one who has a considerable interest in the welfare of this business, I feel Convention '92 will be looked back upon as a turning point of great significance in the process of reaching



Newly-elected life member of the QAMOA, George Campbell, is given the honor of officially opening the association's convention. Ops from all over the world attended the successful event.



AGI's Australian-built Suzuka 8 Hours didn't sit empty the whoie two days, winning "best game."



The "Industry Forum" attracted a large crowd. Panelists: David Snook (Euroslot), AGI's Bruce Colbourne, Bondeal's Fred Milner, LAI's Malcolm Steinberg & Amarda/Rowe's Dennis McGrath.



The largest seating ever at a QAMOA function — over 320 gathered for a bit of socializing.



Midway's Mortal Kombat video generated a lot of interest at the convention.



Bondeal's Freddie Milner hams it up for the photographer with Allied's Eddie Cochrane.

maturity that we are now going through."

Showgoers shared a very positive, genuinely confident outlook on the biz. The magazine also said a large number of exhibitors made good sales. Product shown at the '92 convention reflected the worldwide trend toward large videos (with fewer kits and standard uprights available). Jack Rodios said Namco's Suzuka 8 Hours motorcycle simulator probably created the most excitement. "It costs a lot of money, but this is a lot of game," Jack commented — a sentiment that's becoming familiar in shows from Tokyo to Nashville. Also shown were a fine offering of the latest jukes, pins and other equipment.

Prominent among foreign guests were EuroSlot editor David Snook and Bondeal Ltd. dealer Fred Milner. Both men shared the platform for an informative panel discussion with four well-known Australian tradesters: LAI's Malcolm Steinberg, AGI's Bruce Colbourne, Armada/Rowe's Dennis McGrath and QAMOA topper Ken Priest, who emcee'd. At a hugely successful banquet, Milner was also the featured after-dinner speaker; he urged Aussie tradesters to take advantage of their excellent opportunities.

Headquarters for the show was the Royal Pines Resort on the Queensland Gold Coast, the nation's premier holiday area. Given the superb scenery, accommodations, and weather, future conventions in other parts of the country will be hard-pressed to live up to this one, Rodios said. In all, QAMOA Convention '92 provided a first-rate showcase for an industry that's enjoying a new day of political harmony and business optimism.

NEW PRODUCTS

New from Irem

Irem introduces two new kits with popular player appeal. One, **Hook**, transforms the hit movie action into gameplay, and **Irem Skins** capitalizes on golf fever.

Hook is a two- to four-player horizontal kit.

Theme: Fighting/Fantasy.

Gameplay: Gameplay stays true to the movie as the player becomes Peter Pan (or one of his fearless friends) in a quest to reach Captain Hook and rescue the innocent children who are helpless in his evil grasp.

Features: oversized graphics, eightway scrolling action, special weapon options, buy-in and continuation.

Irem Skins is a two- to four-player golf kit.

Theme: competitive golf.

Gameplay: Players choose from four different characters (each with own skills), their club, and their shot (hook, slice, backspin). The game is played on 36 challenging holes and features stroke play, match play, or the skins play round, where players can wager on the game.

Features: A battery back-up that records each player's scores, pars, birdies, longest drive, etc. Individual ranking of each player to other "golfers" in the location, sharp graphics.

For more information, contact your distributor, or Irem America Corp., 8335 154th Ave., N.E., Redmond, WA 98052; 206/882-1093.

New from Skee-Ball

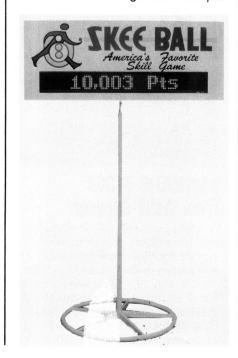
Tic-Tac-Toe and the **Progressive Jackpot** are two of Skee-ball, Inc.'s latest additions to the redemption market.

Tic-Tac-Toe is a sitdown ball-launching redemption game based on the favorite skill game, tic tac toe. The piece features colorful, bright graphics, "easy-in, easy-out" electronic controller and an independent four-



channel sound system. *Tic-Tac-Toe* is available in sizes of two or more player stations.

The company's *Progressive Jackpot* is a system which ties into all Skee-Ball games in a location, constantly updating the available jackpot. When a player reaches a designated winning score, he or she receives the entire amount in the jackpot meter board. The unit can interface with other skill-oriented redemption games, and can be wall-mounted, hung on a ceiling, or a stand. The *Progressive Jackpot*



weighs 50 lbs.

For information, contact your distributor, or Skee-Ball, Inc., 121 Liberty Lane, Chalfont, PA 18914; 215/997-8900.



TALKING GRIP TEST from Mr. Vend

Mr. Vend now offers its original Grip Test strength tester with "talking" appeal. As with the classic Grip Test, the talking model features a microprocessor-based digital audio system, location logo customization, and Spanish or English instructions. New with the Talking Grip Test is a talking attract mode with four random voice messages, a message upon coin insertion, one of thirty messages played (depending on player's "strength ranking" you may hear "Is your name Kong?" or "Pretty good — not!" etc.) and the ability to record a custom voice message.

For more information, contact Mr. Vend, 9601 Owensmouth Ave. #2, Chatsworth, CA 91311; 800/877-8363 or 818/718-6061.



JUMBO DISPENSER from Classic, Inc.

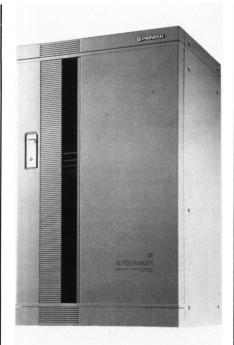
The **Jumbo Dispenser** is a highvisibility, versatile dispenser, able to vend gumballs or capsules. Reaching 66" in height, the unit sports a 22" diameter, requiring little floor space. Features include a clear, shatter-proof Lexan globe and unbreakable PVC body construction.

For more information, contact Classic, Inc., Rt. 37 & Germania Station Rd., P.O. Box 4988, Toms River, NJ 08754; 908/286-1120.

CAC-V3000 from Pioneer

Operators who provide background music systems were impressed by the CAC-V3000 at the AMOA Expo. It's a 300-disc autochanger broadcast system with two separate playing heads, providing continuous music play with ''zero'' wait-time between songs. The unit's two heads operate independently (helps avoid downtime in case of technical difficulty). It also contains a built-in cross fader (eliminates silence between songs and provides a smooth audio blend from one song to the next). According to the manufacturer, the system's 300-CD capacity translates into over 200 hours of pre-programmed music with no interruption. The CAC-V3000 also features computer inter-

Page 184



faces which allow control of the system by almost any type of personal computer.

For more information, contact Pioneer Laser Entertainment, 2265 E. 220th St., Long Beach, CA 90810; 310/816-5111.



PRISMATIC U1000 from Wells-Gardner

Wells-Gardner has introduced a new generation of color monitors designed for higher performance. The line comes in CRT sizes of 9, 13, 15, 19, 25 and 27" (diagonal measure) with a standard trio spacing (19" display) of 0.84mm. Horizontal frequencies are between 15.1 and 25 KHz standard. Video input is RGB analog;

sync input is positive or negative TTL (also accepts composite sync). The width is adjustable with just one coil to accommodate active video from 40 to 50 usec. A polished faceplate is standard, but optional faceplates are available.

For more information, contact Well-Gardner, 2701 N. Kildare Ave., Chicago, IL 60639; 800/336-6630.



New from International Vending Machines

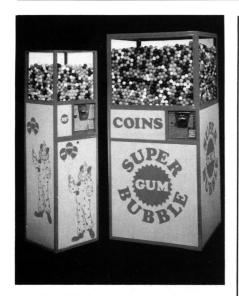
International Vending Machines is introducing two new products to the coin-op market. They are the **Bicep Buster** and bulk vendor **Big Time Fun.**

The *Bicep Buster* is a one- to fourplayer arm-wrestling game which accommodates both right- and left-handed players.

Gameplay: Players try to move the game's "arm" as far to the left or right as they can (the farther the movement, obviously, the higher the score).

Features: Adjustable arm tension (arm resistance operates via springs and damping shocks), operator-adjustable price/credits, "swing-arm grip" allowing both large and small-arm play, microprocessor-controlled scoring and readouts, bold graphics, oversize elbow pad.

Specifications: The Bicep Buster measures 59" tall, 36" across and



weighs 250 lbs.

Big Time Fun is a bulk vendor capable of converting from bubble gum to 2" capsule vending (via an optional mechanical adaptor). The unit features all-steel construction and a highgloss powder-coat finish. The manufacturer also offers the Big Time Fun, Jr. vendor, available with the same features as the original.

For more information, contact International Vending Machines, 6045 N. 57th Dr., Glendale, AZ 85301; 800/659-VEND (8363).

SERIES E6B Counter from ENM

The **E6B** is a tamper-proof mini electro-mechanical counter designed for gaming use as a back-up for the central computer accounting system. The counter keeps track of the number of games player, cash in and out, jackpots, etc. The six-digit mini counter is interchangeable with other counters and is available in four mounting configurations. Operable from 6, 12 or 24-volt power sources, the unit can also be interfaced with TTL/CMOS circuitry.

For more information, contact ENM Company, 5617 Northwest Highway, Chicago, IL 60646; 312/775-8400.

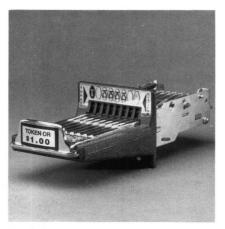
MODEL 71 Validator from Hamilton

Hamilton's **Model 71** unit is a compact stacker/validator for VLTs, vending machines and OEM applications.



Designed with a high-torque motor and drum to provide positive bill transport, the manufacturer reports that this provides reduced bill jamming and higher bill acceptance than conventional belt transports. The machine accepts \$1, \$2, \$5, \$10 and \$20 bills, switchable to any single bill or combination, and face-up bills can be fed in either direction. The *Model 71* comes with a built-in diagnostic system and display and is available in a 200 or 1,000 bill-capacity stacker.

For more information, contact Hamilton Mfg. Corp., 3350 Secor Rd., Toledo, OH 43606; 419/535-7667.

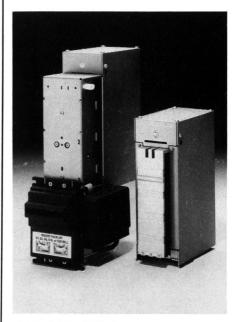


COMBO V-8 Chute from Monarch Tool & Mfg.

The firm's **Combo V-8** is a "two-chutes-in-one" coin chute. The unit's

left-hand coin slot is dedicated to a specific token, which will activate the machine without the use of coins. The other slot is operated in the conventional way, accepting up to seven quarters. Each chute is distinct, and does not interfere with the other's operation. Custom imprinting of brass tokens is available.

For more information, contact Monarch Tool & Manufacturing, P.O. Box 427, Covington, KY 41012; 800/462-9460.



GL5-LRC Bill Acceptor from Mars

The **GL5-LRC** is a bill acceptor designed specifically for gaming and lottery applications. The unit accepts \$1, \$2, \$5, \$10, and \$20 bills and features a lockable, removable cassette for greater money-handling security. As with the entire *GL5* line, the *GL5-LRC* provides fast bill transport (10" per second) and a high accuracy rate.

For more information, contact Mars Electronics, 1301 Wilson Dr., West Chester, PA 19380; 800/345-8215.

GRAPFINE

international



HOSPITAL DONATION — The Quebec Amusement Operators Corporation recently donated two pool tables to the St-Justine Hospital in a move to provide some amusement for the children staying at the place. The association plans to continue giving the hospital additional games (including videos and sports games) over the next few months. In addition, the group will participate in the hospital's \$45 million fund-raising campaign next year. Pictured above (left to right) are the hospital's director Jean-Yves Desbiens, pychiatric department head Dr. Claude Marquette, administrative coordinator Christiane Chouinard, Lacaille Amusements' Gilles Lacaille, Quebec Amusement Operators Corp. prexy Jean-Pierre Auclair, and hospital staff Louise DeBellefeuille and Dr. Francois Maranda.

EXPO-DIVERSIONES 1993 — Put on by the Mexican association, AIFAD, this first annual expo and convention is scheduled for June 17-20 at the Expo-Guadalajara Convention Center. Exhibit applications are currently being accepted for Expo-Diversiones 1993, but will not be considered after Feb. 1, 1993. If you are interested in learning more about the show, please call Julieta Ramirez or Emilio Shahin at 011-52-3-614-3015.

45 TO CD CONVERSION — Want to change your 45 rpm jukebox over to a CD model? Operators in Australia and New Zealand can, thanks to an American firm. The CD Jukebox Kit Co. (Dresden, Tenn.) and Kent Group Entertainment Pty., Ltd. (Australia) have entered into an exclusive agreement whereby the latter will sell the U.S.-made conversion kit in New Zealand and Australia. If you're from these two areas and interested in the jukebox conversion kit, you may contact the Kent Group at 8 Phillips St., Spring Hill, Brisbane, Qld. 4000, Australia; 011-07-831-2327.



IT'S A BIG ONE! This photo was taken at the end of a three-day fishing trip which followed AAMA's latest "Mexpo" (Latin American Amusement, Music and Games Expo held July 22-23 in Mexico City). Invited by Jaime Villegas (Jimy de Puebla), the group took an "industry fishing trip" off the shores of Huatulco, Mexico, and landed the sailfish you see here. According to Evgo's (Irving, Texas) William Rivero, the whole thing was a group effort, though the fish was actually pulled in by Jaime and Frank Happ (Happ Controls). As a remembrance, Jaime had the fish "prepared" for Frank to use as a showpiece in his Elk Grove, III. office. And for the others, William blew up the above picture and sent it to his fishermates. Shown are (left to right, on ground): Eygo's William Rivero, Frank Happ, Taito's Emilio Cabrera and Eygo's Albert Chien. In the truck are, (left to right): Jaime and Erico Villegas (Jimy de Puebla), and Eygo's Chris Debrecht.

TROLLS, TROLLS, EVERYWHERE TROLLS — Actionmatic, Ltd. (Ontario, Canada) announced that they are now shipping plated Troll rings, including a version of plated Troll stone rings. Actionmatic's Greg McPhail reports that the items can be sold separately or in a redemption mix. For product information, contact Actionmatic at 519/351-2181.

EASTERN EUROPEAN EXPOS — Warsaw, Poland plays host to its third annual vending and coin machine exhibition April 21-23. And now, coming at you from its organizers, is an expo scheduled for April 16-18 in

Prague, Czechoslovakia. Both shows will focus on the amusement industry, including attraction and theme park equipment. Exhibitors are encouraged to participate in both shows. For additional information, contact the ABP Group at 818/222-6161.

midwest

WILLIAMS MAKES HISTORY — As reported in "Hot Off the Press" two issues back, Williams Electronics has achieved record-breaking sales status with their Addams Family pinball. According to Williams, the machine goes on the books as the all-time greatest selling and most successful pinball in the industry's history. Williams sales VP Joe Dillon commented that "much credit has to go to the entire Bally pinball design team, but also to all the distributors and operators around the world for supporting us and making The Addams Family such a success." Congratulations! Pictured below are the Williams Bally/Midway flock from manufacturing to sales including management and the game's design team.

MADISON SMOKING BAN — According to Madison, Wisc. paper, The Capital Times, a recent City Council ordinance has banned smoking in the city's restaurants, effective Jan. 1. It's not all bad, though. The ordinance does allow smoking in restaurants with sitdown bars and in places where alcohol accounts for 33% of gross sales. Approved Oct. 14, the ordinance puts Madison on record as the state's first city to go smoke-free (in a limited amount of food-only restaurants). It will be interesting to see the effect of the ban in future months.

NAMA REPORT — Vending service companies can learn more about vending operating results through the National Automatic Merchandising Assn. (NAMA) 1992 Operating Radio Report. A comprehensive report, the association has been conducting the annual survey detailing the operating results and key financial data of its members for 45 years. Among other data, the report includes full vending profit and loss statements showing operating expenses in 16 categories (from gross sales by product to inventory turnover.) According to NAMA prexy James Rost, the report provides a great way to compare individual company income and expense details, etc. with industry averages. For more information, contact NAMA's Joann Bussman at 312/346-0370.



BEALL

VALLEY GAMES — Valley Recreation Products recently had a chance to become a real Olympic sponsor when they supplied a batch of their electronic dart games for the Olympic athletes to play in Barcelona during the competition. Under the direction of NSM Loewen Sport, Valley's games were placed in rec areas within Olympic Village, and soon, said Valley, the darts became the "preferred sport." Valley thanked NSM for "their tremendous promotional efforts during the Barcelona games and throughout Europe." Upon the end of the Olympics, the games stayed in place for the Paraplegic Games.



WHY IS HE SMILING? - Data East Pinball's chief designer Joe Kaminkow (right) demo's his new Star Wars for Aussie tradesters Mike Solomon and David Hankins during the factory's dealer meeting at Expo. The smile denotes the applause Joe rightly received from both dealers and the operators who saw it on the show floor. The downside, if any, is that U.S. production won't get into full bore till after New Year's. Foreign markets get first dibs, which is hardly unusual in the pinball biz. Star Wars follows their biggest pin, Lethal Weapon 3, which itself shattered the Data East record set with Hook. With increased production capacity at their Melrose, III. plant combined with sturdy Star Wars legs, it looks like another record-setter for DE. By the way, after Expo, Kaminkow tied up another license with the Steven Spielberg people on an upcoming film by that movie genius.

southeast



ROSEMARY'S 35TH — In fitting celebration to honor Rosemary Coin Machine's (Florence, S.C.) 35th year in business, the company crew (and some 400 friends) boarded the USS Rosemary for an anniversary gala. The Sept. 13 party sported great food, drinks and entertainment (it was Las Vegas night aboard ship) . . . all of which the company's pals and location customers enjoyed immensely. Rosemary Coin also gave away vacations, along with 40 prizes which were auctioned off to the highest bidder (who paid up with the winnings accumulated through the night). Fun for everyone!

Speaking of parties, there was a second party that day for Mary Lee Green (the wife of the late Royce A. Green Sr.) in honor of her 73rd birthday. The party room was filled to capacity with Mary Lee's children, grandchildren (and 17 great-grandchildren) who came to wish her love on her special day. Pictured above are (front row) Lisa Green Anderson, Carolyn and Royce Green, Mary Lee Green and Jane Green Roberts. Behind them are Elizabeth Green Mosely and R.A. Green III.

AMAVEND NEWS — Amavend Vending Systems (Fayetteville, Ark.) has announced their new financing program offering guaranteed approval for the purchase of all coin-op machines and business equipment. Called the "Secured Lease Program," it is available to anyone for purchase of coin-op devices that meet industry standards. It is also available for financing office and business equipment. The lease financing plan features one credit application and flexible weekly or monthly payment terms, stretched over a period of six months to four years. The applicant determines his credit limit by a security deposit which is fully-refundable at the end of the lease term. According to Amavend, there is little or no credit check and everyone qualifies. If interested, contact Amavend at 601/443-6791.

In other news...Amavend division Amalisa Services (offering office equipment and supplies, as well as printing services and ad specialties) has just released a set of unique catalogs for the coin-op industry. Included are catalogs for office/business equipment, ad spe-

cialties, business cards, and labels and signs. Like Amavend, Amalisa offers various financing programs, including the secured lease plan, and the division guarantees a savings of up to 77% off manufacturer prices. For catalog information, call 501/443-9785.

AMOV CANCELLED — As most Virginia ops probably know by now, the Oct. 23-24 AMOV convention was cancelled due to an insufficient number of pre-registered attendees. The AMOV membership meeting — originally slated for the October show — will be rescheduled. A spring AMOV get-together is tentatively being planned. More information is coming soon. If you have any questions, please call Charles Rowland at 804/262-9283.

DISTRIBUTOR NETWORKING — The CD Jukebox Kit Co. has appointed Commercial Distributing Corp. (Weirton, W.V.) as its official distributor for the Pennsylvania, Ohio and West Virginia regions. The product is a 45-to-CD jukebox conversion kit. By the way, Commercial is a new distributorship opened by former Mondial folks Doug Wilson and Rick Anderson. For more information, reach them at 304/527-0083.

NIGHT CLUB & BAR SHOW — This 13th annual convention will meet at the Las Vegas Tropicana Hotel Feb. 16-18, and features top pros in the hospitality industry sharing ideas for increasing bar, club, restaurant and hotel profits. For 1993, the convention's emphasis will be on promotions and marketing. Show sponsor Night Club & Bar Magazine says this theme will prevail throughout some 30 speakers, seminars and workshops. For additional show information, please call 800/247-3881.

northeast

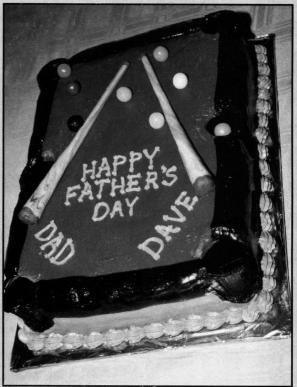
ONE-STOP WONDER — Maybe you had a chance to check out a nifty new trade publication called *Street Beat* ("the one-stop guide to music and coin machines") at Mobile Record's AMOA booth during your floor rounds. If not, here's some background info: it's published by Pittsburgh's Mobile Record Service Co. with publisher and editor-in-chief Jeremy Tepper (formerly of *Vending Times*). The monthly magazine covers music news, reviews and coin-op "beats" and is a comprehensive guide for what's new/hot in jukebox music. For subscription info, contact Mobile Publishing at 800/245-4805.

2-SIDED CDs — Although the idea of a CD with music pressed on both sides was mentioned as a possibility in a recent issue of *EuroSlot* magazine, Rowe's Joel Friedman wrote the paper that it's highly unlikely such a product will be available anytime in the foreseeable future, if ever. This, based on talks with record labels, should answer some questions the article raised in the field. However, Friedman did say Rowe's jukebox designers would have some ideas for the retrofit of their mech, if such a back-to-back CD ever popped. "We're prepared for the if and when," he added. Of more urgent note to music operators is technical work afoot by some people (inside and outside the industry) exploring notions of digitally transmitting music to phonographs via wires, etc. and how our manufacturing will respond to

same. We cover some of this in our special hi-tech section, inside this issue. Developments along these lines may be "the" story of 1993 and *RePlay* is watching it!

southwest





COIN-OP CONFECTIONS — Well, this one really takes the cake. Pictured at left is a chocolate and candy creation shaped like a 1015 jukebox. At right, you see a cake that's done up as a pool table. The photos can't show the extraordinary realism of these concoctions, but take our word for it, it's amazing. This "kitchen creativity" is the hobby of Myra Suhy, the bubbly (and slim!) wife

of L.A. area operator David Suhy (Small Change, Canoga Park). Myra also does professional quality cakes that look like a stack of vinyl records, jukebox cakes, cakes that look like a big rack of pool balls, etc., and candies that can't be distinguished from remote control devices...until you bite into them. Fact is, she can turn just about any design or idea into a cake or candy. Maybe Myra's skills are something for AMOA to consider for its Anaheim board meeting next year?

BUYER BEWARE! Now for some bad news...California Governor Pete Wilson is expected to sign a State Legislature budget proposal which will eliminate the California Auctioneer Commission. According to the Commission's president, Howard Hall, this is being done in retaliation for a Commission-activated lawsuit against the State. (The suit was filed to prevent Sacramento from seizing license fees in order to balance the California budget.) Once the budget is signed, the Commission will cease operation, and there will no longer be any State agency to issue licenses or to enforce auction laws.

This information was forwarded to *RePlay* by U.S. Amusement Auction/Deals. They invite our readers to call them with any questions regarding this matter. Their number is 502/451-1263. Ask for Bill Hughes. You can also call Dave Wenner at Deals at 313/537-2700.

CENTURY SPONSORS SCHOOL — A special weekend session of Randy Fromm's Arcade School will be held Nov. 21-22 and the L.A. facilities of Jerry and Sue Monday's Century Vending & Distributing. The class will concentrate on the two most common vidgame problems: power supplies and monitors. No previous electronic background required. The class includes a "hands on" power supply lab where students can bring in their bad power supplies and repair them on the spot. There's no limit to the number of power supplies students can bring to the class. The \$250 tutition includes a copy of Randy Fromm's Big Blue Book of Really Great Technical Information (a \$39.95 value). To enroll, contact Randy Fromm's Arcade School, 1944 Falmouth Dr., El Cajon, CA 92020-2827; 619/593-6131 (fax 619-593-6132).

DATEBOOK	
NOVEMBER 5-7 NAMA National Convention, Trade Show and Education Sessions, Washington Convention Center, Washington, D.C. For more information, call 312/346-0370.	JANUARY 22-24 Leisurexpo II, Ocean Center, Daytona Beach, Florida. For more information, call Leisurexpo at 800/848-1651.
NOVEMBER 12-15 Pinball Expo and Flip Out Tournament, Ramada Inn O'Hare, Rosemont, III. For more information, call 800/323-3547.	JANUARY 27-29 ATEI, Amusement Trade Expo International, Earls Court 2, London. Contact ATEI at 011-44-71-713-0302.
NOVEMBER 12-14 WVMVA (West Virginia) 38th annual convention and exhibition, Ramada Inn, South Charleston, West Virginia. For information, call 304/949-3289.	MARCH 9-10 AMUSEXPO '93, the Irish amusement trade exhibition, Green Isle Hotel, Dublin. For more information, contact organizer MD Associates at 011-353-452-1190.
NOVEMBER 17-21 IAAPA (amusement parks and attractions) 74th annual convention and trade show, Dallas Convention Center. For information, call 703/836-4800.	MARCH 11-13 ACME '93, Sands Convention Center, Las Vegas. (Quarters hotel: Las Vegas Hilton). For info, contact Bill Glasgow, Inc. at 708/333-9292.
DECEMBER 8-11 ForainExpo/AmusExpo '92, the int'l exhibition for the entertainment industry, Paris Le Bourget Airport Exhibition Center. For details, contact Francoise Regnier at 011-33-1-47-42-92-56.	APRIL 1-3 NAMA Western Convention and Trade Show, Anaheim Convention Center, Anaheim, Calif. For information, call NAMA at 312/346-0370.
	APRIL 16-17 MOMA (Minnesota) annual convention and trade show, Minneapolis. For more information, contact Hy Sandler at 612/927-6662.
JANUARY 20-23 INTERSCHAU (German trade show), Hamburg, Germany. More details to be announced. For more information, call Dusseldorf Trade Shows at 312/781-5180.	OCTOBER 21-23 AMOA Expo '93, Anaheim Convention Center, Anaheim, Calif. For more information, call AMOA at 312/245-1021.

OLUK PACKS

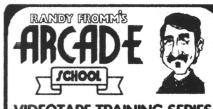
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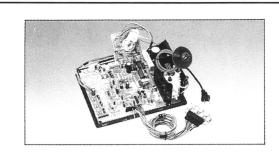
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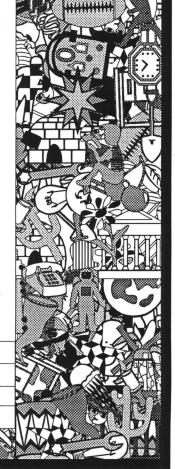
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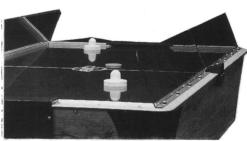
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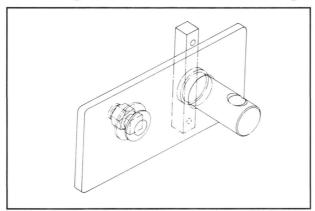


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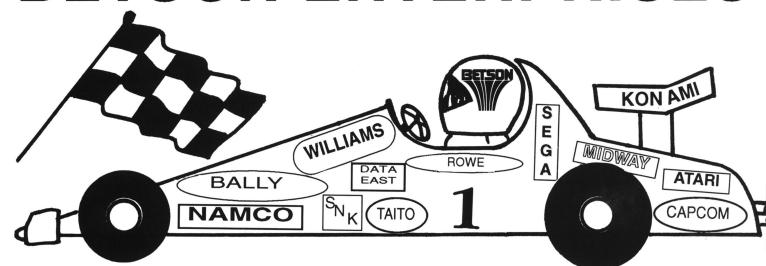
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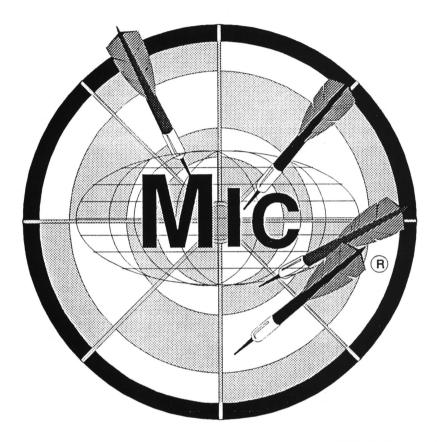
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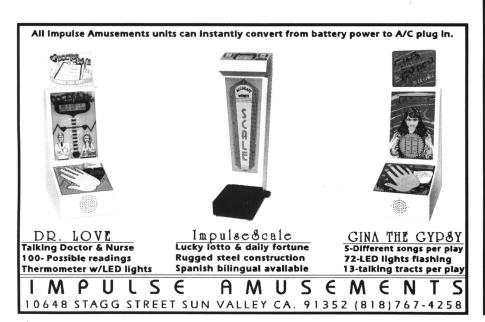


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Phoenix AR

Arizona Veter n. Memorial Coliseum a Exposition Center Youth A. Mity Center, McDowell and 19 m. Street.

November 21 Detroit, MI

24540 Capitol, Redford Twp, North of Plymouth Road, West off of Telegraph; 313-537-2700 Hotel: Ramada Inn, 30375 Plymouth Rd., 313-261-6800

December 5

Houston, TX

Ft. Bend County Fairgrounds Bldg. "C", Co. Rd. 36 South of Hwy. 59 (Rosenberg, TX)
Cellular: (713) 824-7626
Reorder Tone Dial: (313) 515-2700
Hotels: Express Inn,
5111 Southwest Fwy.,
(713) 342-6671
Budget Inn, Hwy. 59 S.,
(713) 342-5387

December 12

Detroit, MI

14540 Capitol, Redford Twp., North of Plymouth Road West off of Telegraph. November 21 listing for hotel and phone information.

FUTURE AUCTIONS

1993

January 9

Detroit, Mich.

January 16

San Jose, CA

January 23

Houston, TX

February 6

Milwaukee, Wis.

February 20

Detroit, Mich.

March 20

Anahiem, CA

March 27

Detroit, Mich.

April 3

Houston, TX

April 24

Detroit, Mich.

May 22

Detroit, Mich.

For further information contact:

DEALS Inc. 24540 Capitol Redford, MI 48239-2446 Telephone: 313-537-2700 Fax: 313-537-0917 Sales Manager: Dave Wenner

Auctioneer: Jim Amonette

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Pool Tables



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Auction Information

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- Removal of all equipment by Saturday, midnight.
- Inspection: Saturday 9-10 am.
- Please, no cigarette or candy machines older than 2 years.
- Phone numbers listed for auctions are for Friday and Saturday only.
- Mention USAA & DEALS for special hotel rates.

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FUTURE AUCTIONS

1993

January 9 Louisville, KY

January 30 Indianapolis, IN

February 20 Tampa, FL

March 6 Louisville, KY

March 27 Columbus, OH

March 28 **Collectors Auction** Columbus, OH

April 3 Philadelphia, PA

April 17 Indianapolis, IN

> April 24 Orlando, FL

May 1 Dallas, TX

May 15 Columbus, OH

June 5 Indianapolis, IN

June 12 Louisville, KY

November 14

Tampa, FL

Florida State Fairgrounds, Special Events Bldg., Hwy. 301 off I-4 Cellular: 813-623-7626 Reorder Tone Dial: 502-551-1866 Hotel: Red Roof Inn, 800-843-7663; Days Inn at I-4 and 50th Street 813-247-3300, 800-523-7513; Holiday Inn, 800-HOLIDAY

November 14

Pinball Expo '92 Chicago, IL **Limit 250 Games**

In association with Pinball Expo '92 Ramada O'Hare, 6600 North Manheim Road, Rosemont, IL Note: Consignors must pre-register games. Limit of 10 games per operator, all games must be pinballs. For Pinball Expo information: call Rob Berk 800-323-3547 Hotel: Ramada 708-827-5131 Mention Pinball Expo for best rates. Note: a 10% buyers premium will be applied to each purchase at this auction only.

December 5

Indianapolis, IN

East Pavilion Bldg. Indiana State Fairgrounds across from grandstand Cellular: 317-432-7626 Reorder Tone Dial: 502-551-1866 Hotels: Howard Johnson's I-70E and Shadeland, 317-352-0481 Budget Inn 317-353-9781

December 12

Columbus, OH

Buckeye Bldg., Ohio State Fairgrounds 17th & Clair Avenue Cellular: 614-271-7626 Reorder Tone Dial: 502-551-1866 Hotels: Holiday Inn, 328 W. Lane Avenue 614-294-4848 or 1-800-HOLIDAY Days Inn on Fairground, 614-299-4300 Howard Johnson's, I-71 and Granville Road, 614-885-4484



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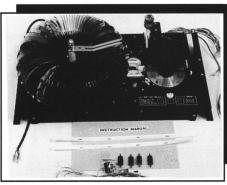
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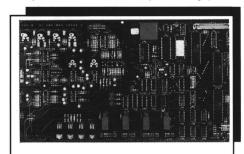
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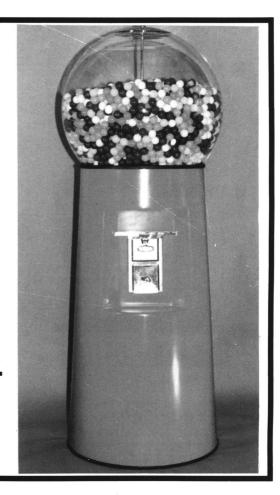
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Andro Dunos (H-2-Cart.). 33 Arkanoid (V-1-Kit). 11 Bad Dudes (H-2-Bd./Marq.). 12 Baseball Stars (H-2-Cart.). 15 Baseball Stars (H-2-Cart.). 15 Black Tiger (H-1-Bd./Marq.). 11 Black Tiger (H-1-Bd./Marq.). 18 Blazeon (H-2-Kit). 18 Blockout (H-2-Bd./Marq.). 19 Blue's Journey. (H-2-Cart.). 19 Blue's Journey. (H-2-Cart.). 19 Blue's Journey. (H-2-Cart.). 19 Blue's Journey. (H-2-Cart.). 19 Cabal (H-2-Kit). 29 Burning Fight (H-2-Cart.). 11 Cabal (H-2-Kit). 11 Cabal (H-2-Kit). 11 Cabal (H-2-Kit). 11 Combat (H-2-Kit). 19 Command (H-1-Kit). 19 Cornsed Swords (H-2-Cart.). 19 Crime City (H-2-Kit). 19 Crossed Swords (H-2-Cart.). 19 J Boy (H-2-Kit). 19 J Boy (H-2-Kit). 19 Dynamite Duke (H-2-Kit). 29 ESWAT (H-2-Kit). 29 ESWAT (H-2-Kit). 29 ESWAT (H-2-Kit). 29 ESWAT (H-2-Kit). 19 Gate of Doom (H-2-Edt.). 19 Gate of Doom (H-2-Kit). 19 Gate of Doom (H-2-Kit). 19		
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Ataxx (H-2-Kit) 1. Bad Dudes (H-2-Bd,/Marq.) 1. Baseball Stars (H-2-Cart.) 1. Baseball Stars (H-2-Cart.) 1. Baseball Stars (H-2-Cart.) 1. Black Tiger (H-1-Bd,/Marq.) 1. Black Tiger (H-1-Bd,/Marq.) 1. Blazeon (H-2-Kit) 8. Blockout (H-2-Bd,/Marq.) 9. Blockout (H-2-Bd,/Marq.) 1. Bottom of the Ninth (H-2-Cart.) 1. Cabal (H-2-Kit) 1. Cabal (H-2-Kit) 1. Cadash (H-2-Kit) 1. Cobra Command (H-1-Kit) 1. Cobra Command (H-1-Kit) 1. Corne City (H-2-Kit) 1. Crime City (H-2-Kit) 1. Crossed Swords (H-2-Cart.) 1. DJ Boy (H-2-Kit) 1. Double Dragon (H-2-Bd,/Marq.) 1. Double Dragon (H-2-Bd,/Marq.) 9. Dynamite Duke (H-2-Kit) 2. ESWAT (H-2-Kit) 2. ESWAT (H-2-Kit) 2. Fatal Fury (H-2-Cart.) 1. Galaga 3 (V-1-Kit) 1. Gate of Doom (H-2-Kit) 1.		
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Blue's Journey. (H-2-Cart.) 11	Blockout (H-2-Bd /Marg.)	. 95
Bottom of the Ninth (H-2-Kit) 28	Blue's Journey (H-2-Cart.)	.100
Burning Fight (H-2-Cart.). 11 Cabal (H-2-Kit). 1. Cadash (H-2-Kit). 22 Champion Wrestler (H-2-Bd./Marq.). 13 Cobra Command (H-1-Kit). 11 Combatribes (H-2/s-Bd./Marq.). 1. Crime City (H-2-Kit). 19 Crossed Swords (H-2-Cart.). 10 Cyberlip (H-2-Cart.). 11 DJ Boy (H-2-Kit). 19 Double Dragon (H-2-Bd./Marq.). 1. Dynamite Duke (H-2-Kit). 22 ESWAT (H-2-Kit). 22 ESWAT (H-2-Kit). 24 Fatal Fury (H-2-Cart.). 33 Galago 3 (V-1-Kit). 34 Galago 3 (V-1-Kit). 11 Galago 3 (V-1-Kit). 11 Galago 3 (V-1-Kit). 11 Galago 3 (V-1-Kit). 11	Bottom of the Ninth (H-2-Kit)	295
Cabal (H-2-Kit) 1: Cadash (H-2-Kit) 1: Cadash (H-2-Kit) 1: Cobra Command (H-1-Kit) 1: Combatribes (H-2-Bd./Marq.) 1: Combatribes (H-2-Kit) 1: Crime City (H-2-Kit) 1: Crossed Swords (H-2-Cart.) 1: Cyberlip (H-2-Cart.) 1: DJ Boy (H-2-Kit) 1: Double Dragon (H-2-Bd./Marq.) 1: Dynamite Duke (H-2-Kit) 2: ESWAT (H-2-Kit) 2: Fatal Fury (H-2-Cart.) 1: Galaga 3 (V-1-Kit) 1: Gate of Doom (H-2-Kit) 1:		
Cadash (H-2-Kit) 2: Champion Wrestler (H-2-Bd./Marq.) 1: Chora Command (H-1-Kit) 1: Combatribes (H-2-Bd./Marq.) 1: Crime City (H-2-Kit) 1: Crossed Swords (H-2-Cart.) 1: Cyberlip (H-2-Cart.) 1: DJ Boy (H-2-Kit) 1: Double Dragon (H-2-Bd./Marq.) 1: Dynamite Duke (H-2-Kit) 2: ESWAT (H-2-Kit) 2: Fatal Fury (H-2-Cart.) 1: Galaga 3 (V-1-Kit) 1: Gate of Doom (H-2-Kit) 1:		
Champion Wrestler (H-2-Bd./Marq.). 1: Cobra Command (H-1-Kit)		
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Combatribes (H-2-Kit). 11 Crime City (H-2-Kit). 11 Crossed Swords (H-2-Cart.). 12 Cyberlip (H-2-Cart.). 11 Double Dragon (H-2-Bd./Marq.). 12 Dynamite Duke (H-2-Kit). 22 ESWAT (H-2-Kit). 22 Fatal Fury (H-2-Cart.). 23 Gate of Doom (H-2-Kit). 11 Gate of Doom (H-2-Kit). 11		
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DJ Boy (H-2-Kit) 1 Double Dragon (H-2-Bd./Marq.) 9 Dynamite Duke (H-2-Kit) 2 ESWAT (H-2-Kit) 2 Fatal Fury (H-2-Cart.) 3 Galaga 3 (V-1-Kit) 11 Gate of Doom (H-2-Kit) 11	Crossed Swords (H-2-Cart.)	65
Double Dragon (H-2-Bd./Marq.) 9	Cyberlip (H-2-Cart.)	. 150
Dynamite Duke (H-2-Kit) 25 ESWAT (H-2-Kit) 26 Fatal Fury (H-2-Cart.) 3 Galaga 3 (V-1-Kit) 15 Gate of Doom (H-2-Kit) 15	DJ Boy (H-2-Kit)	. 175
ESWAT (H-2-Kit)		
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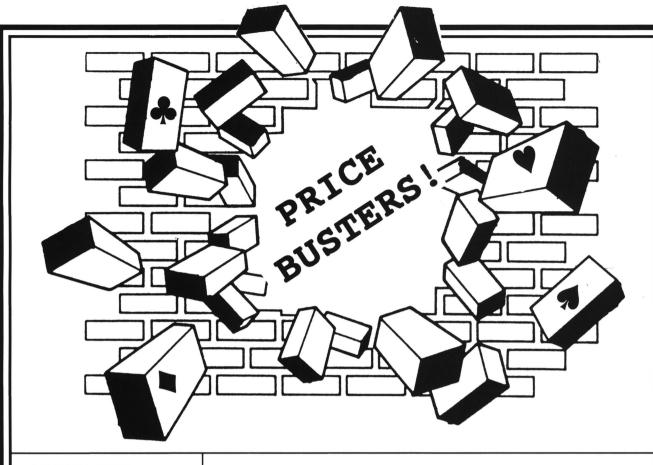
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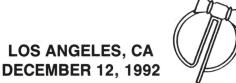
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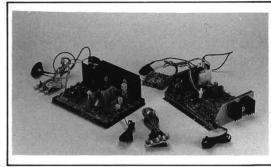
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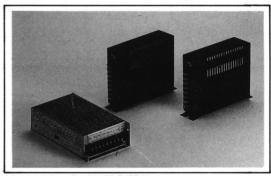


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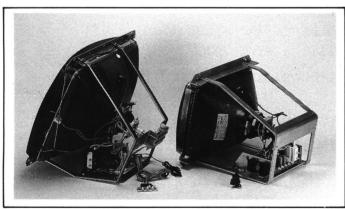
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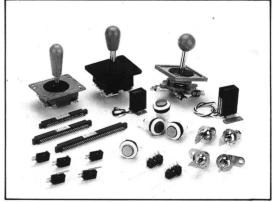


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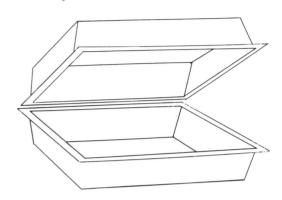
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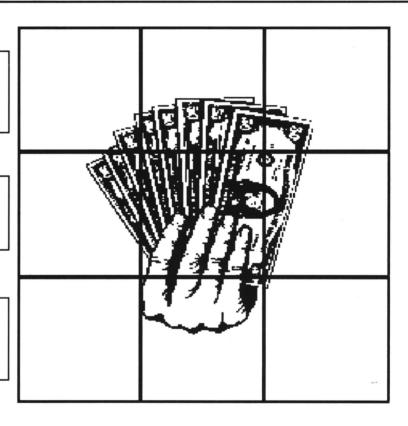
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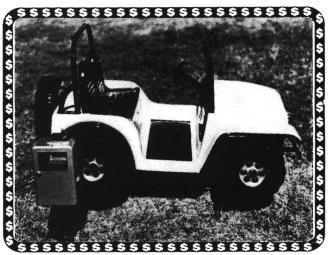


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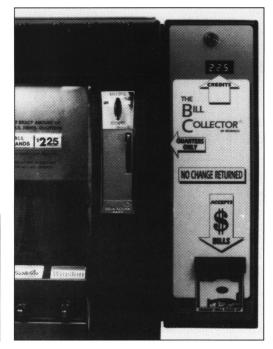
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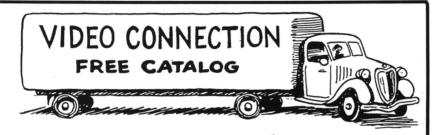
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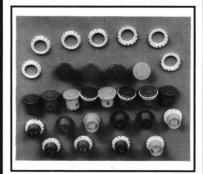
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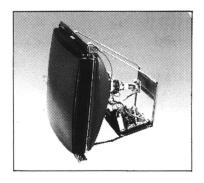
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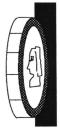
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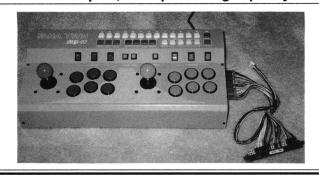
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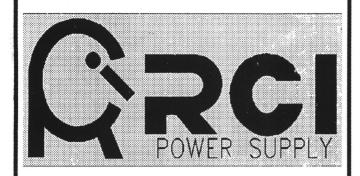
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Only by feasting. on the remains of obliterated ships can you refuel to fight another day.

SPACE LORDS is a two-screen, one- to fourplayer competitive game of intense and exciting space combat. Play each screen with a single pilot, or add a valuable co-pilot to enhance your ship with bonus powers and increased abilities.

A special "Ship Modification" option lets you customize your ships with 6 different variables.

A low-cost link kit allows two cabinets to be linked for 8-player warfare!

Look into the unknown world of space warfare with SPACE LORDS!

> DIMENSIONS: H: 84.5" (214 cm) D: 48" (122 cm) W: 59" (150 cm) Wt: 600 lbs (272 kg)

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Enemy vessel does a fly-by. It's in point-blank range. Fire!



Switch to rearview and use onboard radar to locate enemies.



Battle a variety of alien ships, each with unique characteristics.



Play Solo, Team or Melee Mode, as well as modify your ship.